

The Starmaker Series



Customer Service Representative

The **Starmaker** series



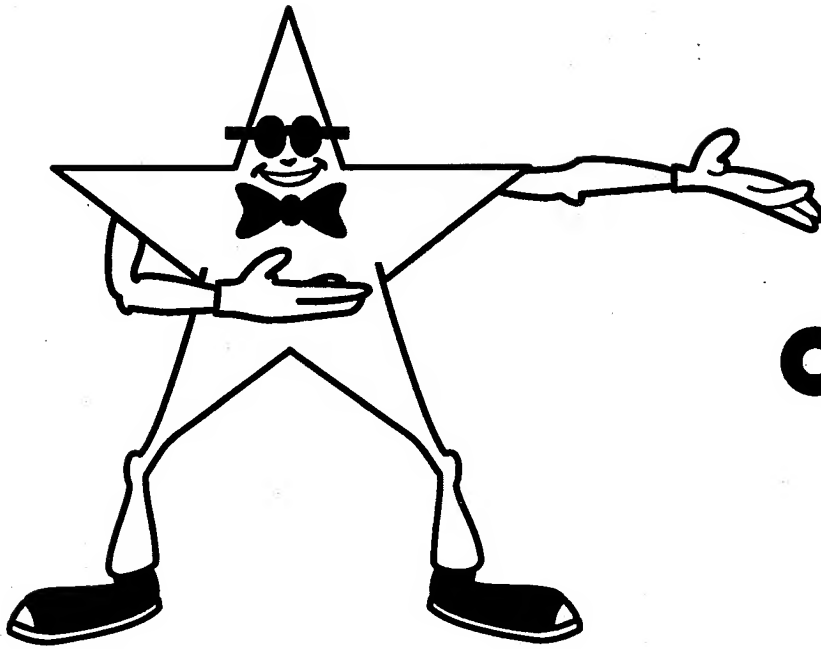
**BLOCKBUSTER
ENTERTAINMENT**

Customer Service Representative

The Starmaker Series: Customer Service Representative

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Orientation

Welcome

You are about to begin your career as a BLOCKBUSTER employee. To make it a successful one, we have provided a star to guide you. Your star is the *Starmaker Series: Customer Service Representative* module, which outlines the skills you must master to work as a CSR.

Your duties as a CSR are the foundation of our business. Because your interactions with our customers and the day-to-day operations that you will perform are very important, we have developed this comprehensive training program. However, we don't expect you to complete it in a day or two, or even memorize its contents. This training module is a tool and is designed to help you learn store operations at your own pace.

Your Store Manager will prepare a *Training Plan Outline* for you for each shift you work over the next couple of weeks. The *Training Plan Outline* will break down this handbook by section. For example, your Store Manager may choose to have you go through Achievements 1 and 2 during your first shift. Your Store Manager will also make sure you're comfortable with what you've learned before assigning you another section. If you'd like to practice what you've learned in a section before moving on, make sure you tell your manager as well.

We have included a checklist at the end of this Orientation section that includes a recommended training timetable. You can use this checklist as a reference and to track your progress.

Program Structure

Everything you need to know to perform as a Customer Service Representative is outlined in the wallchart in your store and the checklist at the end of this section. All Achievements, which are the areas of development you must be certified in before you become a qualified CSR, are listed. Your Store Manager and your District Training Manager will use the wallchart to track your progress.

Your Role

It is your responsibility to follow the training program. Although you will work closely with your Store Manager and District Training Manager throughout this program, utilize all the resources around you including the SOP.

How to Use This Handbook

This module is self-paced and structured by Achievement. After you complete an Achievement section and are confident you can perform all the requirements necessary to be proficient in that Achievement area, tell your Store Manager or District Training Manager that you are ready to be certified. The certification section is at the end of each Achievement. After you are certified in all Achievements, your Store Manager will sign the checklist at the end of this section and send it to your Regional Trainer. Upon receipt, your Regional Trainer will send you a *Certificate of Accomplishment* for this module.

The certification is either knowledge-based or skill-based depending on the Achievement. Knowledge-based certifications require you to explain concepts or functions to illustrate your understanding. Skill-based certifications require you to illustrate proficiency of skills. Your Store Manager or District Training Manager will certify that you have the necessary skill or knowledge for each Achievement by signing your handbook.



If the certification is knowledge-based, you must complete it (generally questions to demonstrate knowledge) before you proceed. If the certification is skill-based, you can simultaneously work toward illustrating skill proficiency while you continue with the next Achievement.

Case Studies

NOTES

Some of the certifications include case studies that deal with customers or employees. You need to determine how to handle the situation addressed in the scenario. Your answer should be tied into *The Golden Rules for a BLOCKBUSTER Experience* that you will learn about in Achievement 1 of this module.

Movie Knowledge

Although this employee development program should be a rewarding, educational experience for you, it should also be fun. Fun and entertainment go together, and that's what BLOCKBUSTER is all about. Test your movie knowledge by answering the movie trivia questions throughout this handbook. Answers are located at the back of this handbook.

CSR Achievements

This module is divided into the following Achievement sections:

1. About BLOCKBUSTER
2. Customer Service
3. Store Layout & Orientation
4. Memberships
5. Check-ins & Check-outs
6. Special Functions
7. Suggestive Selling
8. Safety & Security
9. Opening & Closing Duties

The Focus of the CSR

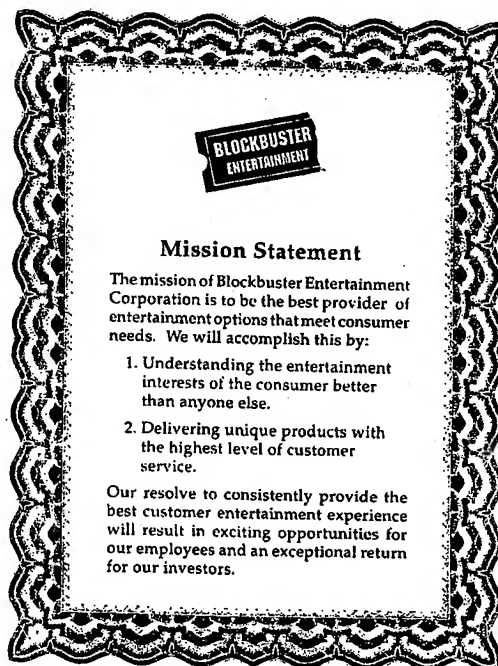
You have the starring role in our stores. As a CSR, you are the primary contact with our most important asset, the customer. Therefore, your focus should *always* be on the customer. Your responsibility is to make sure that every customer who walks into a BLOCKBUSTER store leaves with the feeling that they have just had a unique and special shopping experience. There are two ways you will ensure that this will happen:

- Follow the company's *Mission Statement*
- Follow the *Golden Rules for a BLOCKBUSTER Experience*

You are the one who will provide a *BLOCKBUSTER Experience* for every customer. And you and the rest of your staff will provide you with a *BLOCKBUSTER Experience*. Let's see how.

BLOCKBUSTER's Mission Statement

BLOCKBUSTER's *Mission Statement* ensures that both our employees and our customers understand our dedication to success and integrity. And as a CSR, you are on the frontline of our Mission. BLOCKBUSTER's *Mission Statement* is illustrated below. We'll discuss it in detail in Achievement 1.



Golden Rules for a BLOCKBUSTER Experience

NOTES

The *Golden Rules for a BLOCKBUSTER Experience* make up the single most important philosophy you will learn. These rules supersede everything else. They should become a way of life at work for you.

1. *Remember that you are here for the customers.*
2. *Treat your customers like guests.*
3. *Keep your promises to your customers.*
4. *Treat your co-workers the way you want to be treated.*
5. *Have fun.*

In Achievement 1, we'll look at the *Golden Rules for a BLOCKBUSTER Experience* in detail. But first, we want to welcome you to BLOCKBUSTER. You have joined the greatest industry in the world: Entertainment. This is a fun business and you should make it a point to have fun every day you work. If you're having fun, chances are high that your customers will be enjoying themselves too. And if you're enjoying yourself and our customers are enjoying themselves, you're both enjoying a *BLOCKBUSTER Experience*!

So let's get started with Achievement 1, and remember, provide the customer with a great experience and have fun!

CSR Module Checklist

Day 1

(Approximate training time 3 hours -- content only)

Achievement 1: All About BLOCKBUSTER

- ☐ Welcome to BLOCKBUSTER
- ☐ BLOCKBUSTER's History
- ☐ BLOCKBUSTER's Future
- ☐ BLOCKBUSTER's Mission Statement
- ☐ Golden Rules for a BLOCKBUSTER Experience
- ☐ BLOCKBUSTER Standards
- ☐ BLOCKBUSTER Store Terms

Achievement 2: Customer Service

- ☐ Customer Service Expectations
- ☐ Greetings

Day 2

(Approximate training time 3 hours -- content only)

Achievement 3: Store Layout & Orientation

- ☐ Store Areas
- ☐ Entrance and Exit
- ☐ New Release Wall
- ☐ The Library
- ☐ Games
- ☐ Kids' Area
- ☐ Sell-Thru
- ☐ Hardware
- ☐ Counter Area
- ☐ Workroom
- ☐ Restroom
- ☐ Maintaining Store Appearance
- ☐ CSR Daily Cleaning Checklist
- ☐ CSR Monthly Cleaning Checklist
- ☐ Merchandising & Film Categories

Fill out all pages of this checklist and send them to your Regional Trainer.

Day 2 (Continued)

- ☐ Film Categorization
- ☐ Your Store System
- ☐ CSR Menu Overview
- ☐ Accessing the CSR Programs
- ☐ POS and Customer Maintenance

Day 3

(Approximate training time 4 hours -- content only)

Achievement 4: Memberships

- ☐ Signing Up New Members
- ☐ Benefits of Membership
- ☐ BLOCKBUSTER Exclusives
- ☐ Requirements for Membership
- ☐ Membership Application
- ☐ Verifying the Application
- ☐ Processing the Application
- ☐ Orienting a New Member
- ☐ Adding the Member to the System
- ☐ First Visit Rental Limits
- ☐ Final Application Verification
- ☐ Updating Member Information
- ☐ Updating Credit Card Information
- ☐ Other Member Services
- ☐ Other Customer Commands

Day 4

(Approximate training time 2 hours -- content only)

Achievement 5: Check-ins & Check-outs

- ☐ Check-Ins
- ☐ Solving Check-in Problems

Day 5

(Approximate training time 3 hours -- content only)

Achievement 5: Check-ins & Check-outs (Continued)

- ☐ Check-Outs
- ☐ Cashing Out a Customer

Day 6

(Approximate training time 2 hours -- content only)

Achievement 6: Special Functions

- ☐ Gift Certificates
- ☐ Prepaid Accounts
- ☐ Special Orders
- ☐ Coupons
- ☐ Comments
- ☐ Bad Film Account
- ☐ Non-Member Account
- ☐ Function Keys

Day 7

(Approximate training time 3 hours -- content only)

Achievement 7: Suggestive Selling

- ☐ Selling Products
- ☐ Product Knowledge
- ☐ Tools

Day 8

(Approximate training time 2 hours -- content only)

Achievement 8: Safety & Security

- ☐ Types of Losses
- ☐ Internal Theft
- ☐ External Theft
- ☐ Safety

Day 9

(Approximate training time 3 hours -- content only)

Achievement 9: Opening & Closing Duties

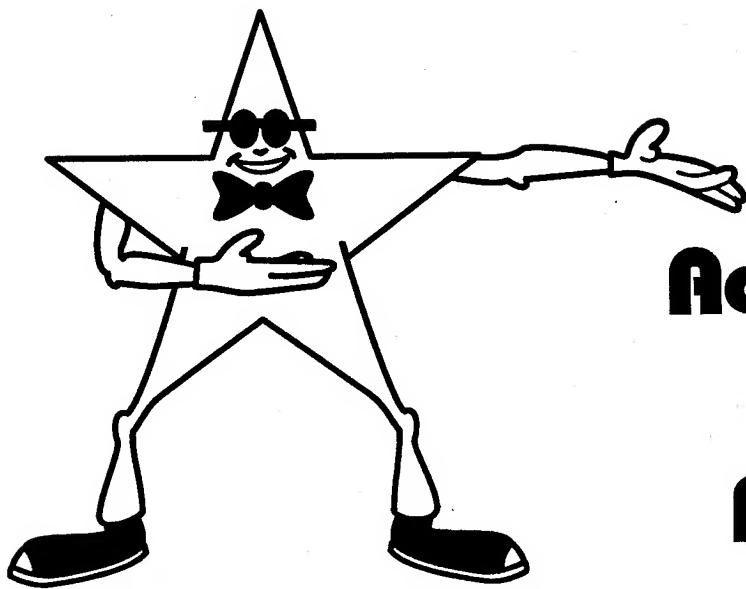
- ☐ Opening Duties
- ☐ Closing Duties

Total Training Time (content only) : 25 hours

This training time estimate does not refer to customer interaction time, time a trainee may spend practicing skills learned, or time it takes for a trainee to become certified.

Your Name _____ Date _____

Store Manager _____ Store Code _____



Achievement 1: All About BLOCKBUSTER

Welcome to BLOCKBUSTER!

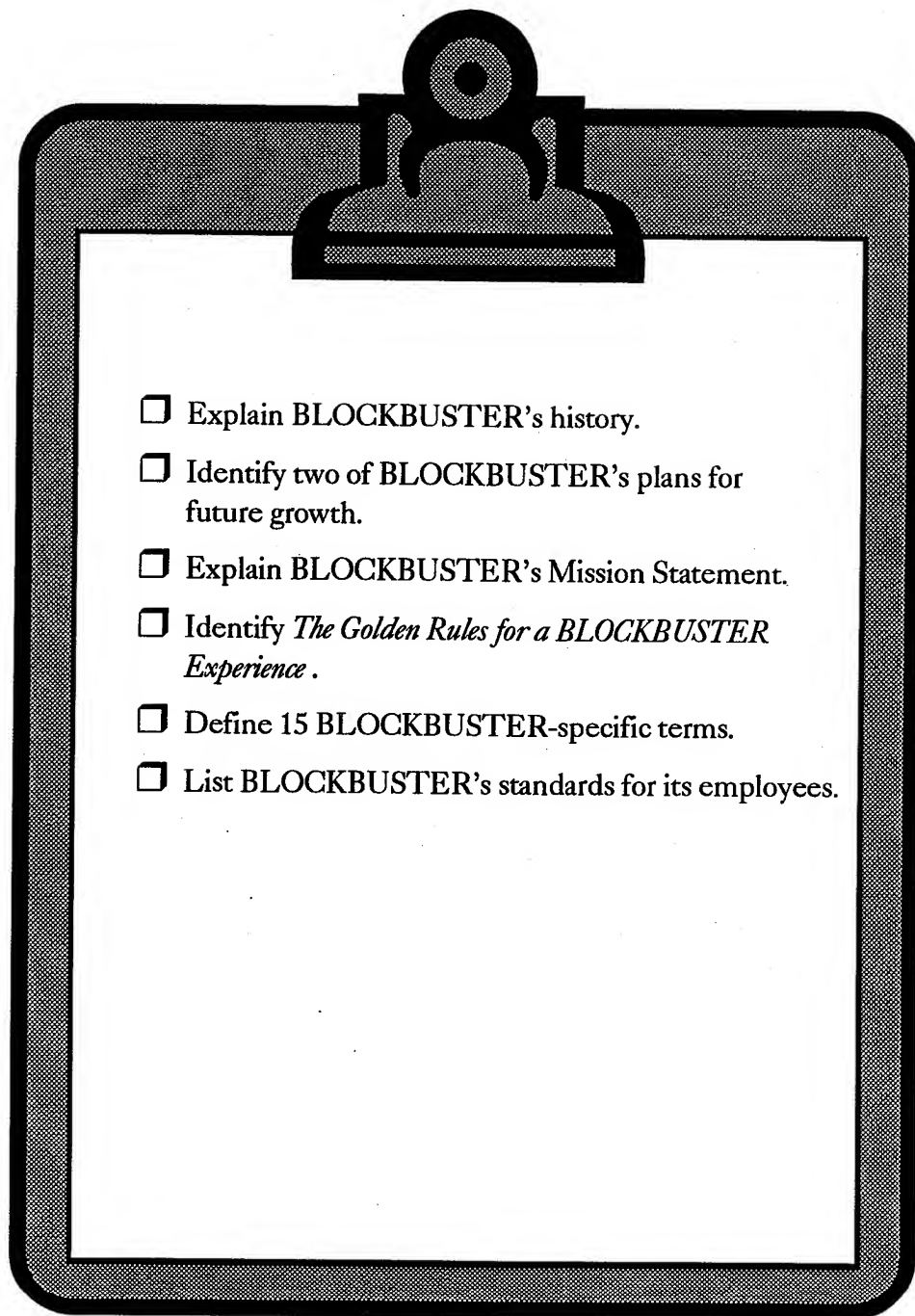
BLOCKBUSTER is a dynamic and growing company, and it's important for you to know a little bit about us and our plans for the future.

As a CSR, you *are* BLOCKBUSTER! So let's learn exactly what the company is about. In this Achievement, we'll discuss BLOCKBUSTER's:

- History and future
- Expectations of you
- *Mission Statement*
- *Golden Rules for a BLOCKBUSTER Experience*
- Jargon

Learning Objectives

This Achievement contains all of the information you will need to know about the history of BLOCKBUSTER. Once you have mastered the skills in this Achievement area, you will be able to:



BLOCKBUSTER History

NOTES

BLOCKBUSTER Entertainment Corporation, with principal businesses in home video and music retailing, is the leading entertainment company in the world. Look for us on the New York Stock Exchange under **BlockE**.

The Company's Roots

BLOCKBUSTER entered the home video retail business with a single store in Dallas, Texas in October 1985. Today, there are more than 3,000 company and franchisee-owned video stores throughout the world, and more than 250 music stores from the United States to the United Kingdom, including retail operations in Europe and Australia. How did we get from there to here in only 8 years? The answer is as intriguing as an Alfred Hitchcock thriller, as action-packed as a Sylvester Stallone movie, and as inspiring as *The Sound of Music*.

The dramatic growth of BLOCKBUSTER Entertainment Corporation is due in no small measure to the extraordinary vision and leadership of H. Wayne Huizenga, Chairman of the Board and Chief Executive Officer. Mr. Huizenga took the reigns of BLOCKBUSTER management in April 1987, and moved corporate headquarters from Dallas to Fort Lauderdale, Florida. Prior to joining BLOCKBUSTER, he was co-founder, President, and CEO of Waste Management, Inc., the world's largest waste collection and disposal company, with revenues in the billions.

Mr. Huizenga sought out a leadership team of senior executives from Fortune 500 companies with experience in franchising operations and marketing. This was his base to carry out his vision of nationwide expansion, and a strategy of increasing the ratio of company-owned stores to fund his aggressive development plans. Within three years, Mr. Huizenga guided BLOCKBUSTER into a position as the home video industry's leader through internal growth and an energetic acquisition plan.

The Company's Growth

In February 1992, BLOCKBUSTER expanded into Europe, acquiring 775 Ritz Video Stores in the United Kingdom; in December 1992, BLOCKBUSTER moved into the music industry by acquiring two of the largest music retailers with 237 stores in 40 metropolitan areas of the United States, Sound Warehouse and Music Plus. And in late 1992, BLOCKBUSTER crossed continents to join forces with the London-based Virgin Retail Group to develop music "Megastores" throughout Europe and Australia, as well as the United States.

In June 1993, BLOCKBUSTER opened Phase I of its first Golf & Games Family Entertainment Park in Fort Lauderdale, Florida, which includes batting cages, miniature golf, a driving range, and bumper boats, as well as food and merchandising areas. When Phase II is complete, the Family Entertainment Park will also include a video arcade that will house high-tech video games and "virtual reality" computer simulators.

BLOCKBUSTER'S Future

NOTES

There's plenty of room for growth in the development and acquisition of video stores in the years ahead. Home video industry analysts predict worldwide revenue will continue to grow, projected to reach **\$21.5 billion** by the year 2000 in the United States alone. Although we are committed to continue as a worldwide force in that growth, our sights are by no means limited to the home video market.

The Company's Continued Expansion

In the year of 1993, BLOCKBUSTER aggressively pursued expansion of its entertainment domain. By acquiring a 35% share of Republic Pictures Corporation -- a leading independent producer and distributor to the television, home video and theatrical markets -- as well as a majority interest in Spelling Entertainment Group Inc., BLOCKBUSTER now has an extensive library that includes off-network series, feature films, and made for television movies and mini-series. Some of the names you will easily recognize are *Little House on the Prairie*, *Dallas*, *Dynasty*, the *Rambo* movies, *Terminator*, and *Beverly Hills 90210*. These acquisitions give BLOCKBUSTER over 20,000 hours of programming to make available to domestic and international distribution.

BLOCKBUSTER continues to keep an eye toward the future with an awareness of, and an investment in, technology. A recent joint venture with IBM promises to revolutionize the music retailing industry, and with that revolution, consumers will benefit from a new access and freedom of choice. It is precisely this forward-thinking vision that guarantees BLOCKBUSTER a leadership role well into the 21st century.

The Secret is You

Despite what you may think, it is not clever business acquisitions and international financial accomplishments that make BLOCKBUSTER the impressive entertainment leader it is today, and promises to be in the future. The secret of our success is you. You will secure our position in the future. And that is why we want you to have fun and share the spirit of Customer Satisfaction with the people who come into your stores every day, and hopefully, for years to come.

Activity

Start with question #1 and proceed according to instructions. You will not necessarily follow these questions in sequential order.

1. BLOCKBUSTER Video is a company started by a group of movie executives in the United Kingdom eight years ago. If you agree, go to #11. If you disagree, go to #15.
2. BLOCKBUSTER Chairman of the Board and Chief Executive Officer (CEO), H. Wayne Huizenga, was co-founder, President, and CEO of Waste Management Inc. before he joined BLOCKBUSTER. If you agree, go to #9. If you disagree, go to #4.
3. You should have disagreed. Go back to #12.
4. You should have agreed. Mr. Huizenga was co-founder, President, and CEO of the world's largest waste collection and disposal company, Waste Management Inc. before he took the reigns of BLOCKBUSTER management in 1987. Go back to #2.
5. BLOCKBUSTER is committed to remaining a leader in the video industry, and will limit all future projects to acquisitions of video stores throughout the world. If you agree, go to #7. If you disagree, go to #10.
6. In addition to video, BLOCKBUSTER is currently involved in retail music as well as television entertainment. If you agree, go to #8. If you disagree, go to #17.
7. You should have disagreed. While BLOCKBUSTER is committed to remaining a leader in the video industry, it is also committed to growth in the entertainment arena. BLOCKBUSTER's current acquisition of Sound Warehouse and Music Plus illustrates its plans for expansion. Go back to #5.

8. Good job! You knew that BLOCKBUSTER's acquisition of Sound Warehouse and Music Plus, as well as its acquired interests in Republic Pictures Corp. and Spelling Entertainment Group Inc., give it a strong presence in the music and television entertainment industries. Go to #19.
9. Good job! You're right! Go to #12.
10. You're absolutely right! While BLOCKBUSTER is committed to remaining a leader in the video industry, it will not limit its growth to video. Its recent acquisition of music stores, partnership with Virgin Retail Group and endeavor in family entertainment centers illustrates this. Go to #2.
11. This is untrue. You should have disagreed. Go back to #1.
12. In 1992, BLOCKBUSTER acquired 275 Ritz Video stores in the United Kingdom. If you agree, go to #3. If you disagree, go to #14.
13. You're absolutely right! Virtual reality games are an attraction at BLOCKBUSTER Golf and Games Entertainment Parks. However, it is only one of the attractions. The Golf and Games Parks also feature a driving range, miniature golf course, batting cages, bumper boats, and a video arcade. Go to #20.
14. You're right! This statement is only partly true. In 1992, BLOCKBUSTER did acquire Ritz Video stores, but it acquired 775 stores. Go to #6.
15. Good job! You're right! This is not true. BLOCKBUSTER Video started with a single store in Dallas, Texas in 1985. Go to #5.
16. You should have agreed. Go back to #19.
17. You should have agreed. In 1992, BLOCKBUSTER acquired Sound Warehouse and Music Plus. In 1993, it acquired a 35% share of Republic Pictures Corp. and a majority interest in Spelling Entertainment Group Inc. Republic and Spelling give BLOCKBUSTER an extensive library that includes films, television movies, and television series. Go back to #6.

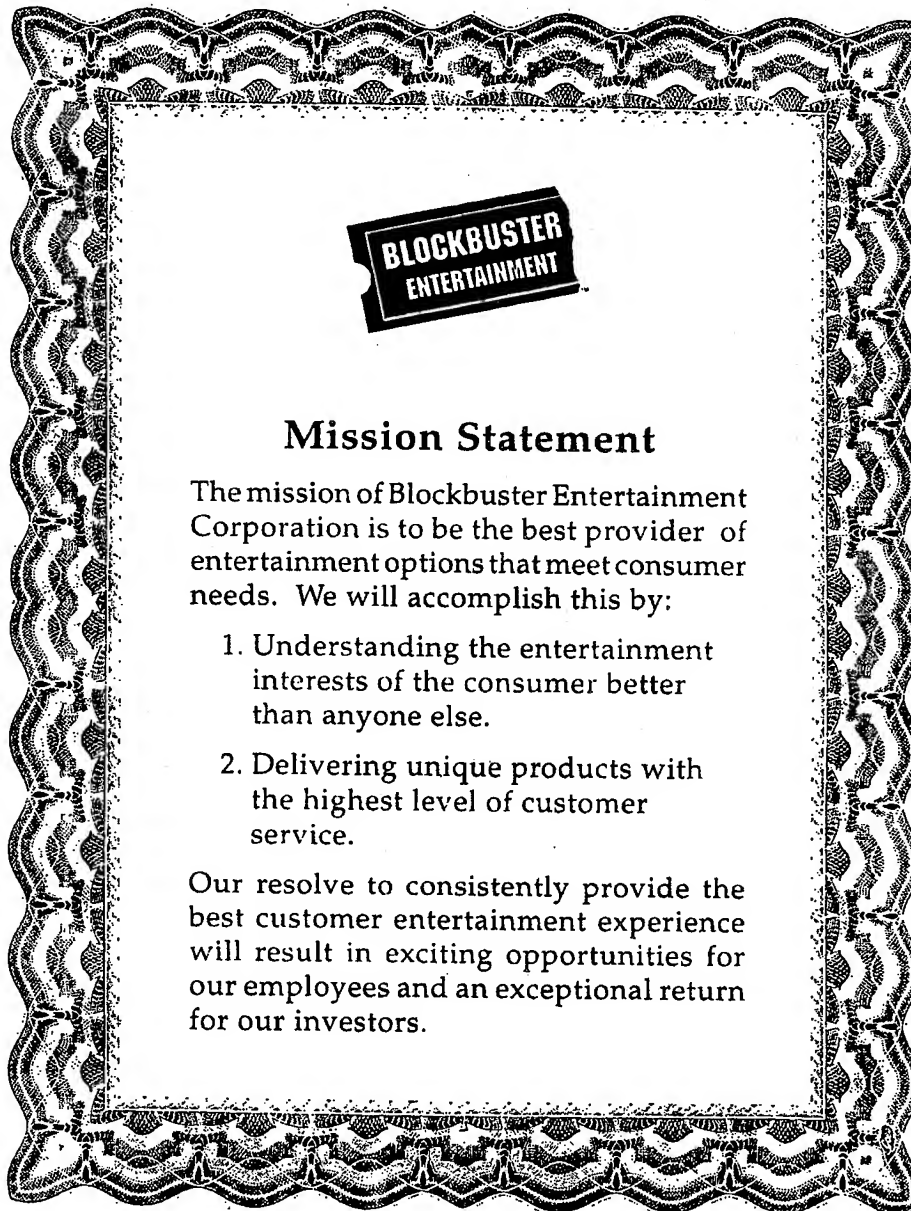
18. You should have disagreed. Go back to #20.
19. Virtual reality games are part of a BLOCKBUSTER Golf and Games Entertainment Center. If you agree, go to #13. If you disagree, go to #16.
20. BLOCKBUSTER and IBM are involved in a joint venture that is expected to revolutionize the video industry. If you agree, go to #18. If you disagree, go to #22.
21. Congratulations! You're finished with this activity.
22. You're right! It's true that BLOCKBUSTER and IBM are involved in a joint venture; however the new technology won't revolutionize video, it will revolutionize the music industry. Go to #21.

BLOCKBUSTER's Mission Statement

NOTES

We introduced the *Mission Statement* to you in the first section of this handbook. Now, let's discuss it in detail.

This statement was conceived with pride in our company, our outlook, and our commitment. By setting forth the company's standards and goals for both employee and customer to see, our dedication to success and integrity is clear.



As a Customer Service Representative, you are on the frontline of our Mission. This is an important responsibility, and one you should take seriously. How can you implement the company's *Mission Statement*? It's easy. Let's look at item #1 first:

1. *Understanding the entertainment interests of the consumer better than anyone else.*

For you, that means understanding that your customers came in to rent a movie. If they pick up the movie they wanted, it is your responsibility to ensure their shopping experience is a pleasant one. If the movie they wanted is out, it is your responsibility to assist them in finding an alternate choice -- maybe a movie with a similar story, or another movie with the stars they like.

Sound easy? It is. But, it becomes even easier as you get to know your customers. You will learn their movie interests. You will know what they like and don't like. And the easiest way to learn about your customers' interests, is to talk with them. When you are on the floor putting away tapes, talk with the customers. While you check out customers, talk about the movies they are renting. Talk about the stars in the movies they are renting. When a customer hands you a tape to return it, ask them what they thought of the movie.

There are many opportunities to talk to your customers and in doing so, you will learn their movie interests. And every time you talk to our customers about movies and help them find what they are looking for, you are implementing item #2 of the *Mission Statement*. Let's look at item #2 again:

2. *Delivering unique products with the highest level of customer service.*

When you smile and greet our customers, assist them with their selections, and talk to them about movies, you have already gone a long way toward giving them the highest level of customer service we promise them.

And although there's more to maintaining this promise -- expediting their transactions quickly; helping them when they have a problem; keeping the shelves well-stocked -- it's easy when you always strive to ensure that your customers have a positive BLOCKBUSTER Experience.

How can you ensure that your customers have a positive BLOCKBUSTER Experience? Follow the *Golden Rules*. Let's look at those in detail next.

Golden Rules for a BLOCKBUSTER Experience

We already told you that the *Golden Rules for a BLOCKBUSTER Experience* make up the single most important operating philosophy you will learn and supersede everything else. But what does that mean?

It means that you should always have these rules in mind. It means that if you ever have a doubt when handling a customer, these rules should guide you. It means that these rules should be the force behind every transaction, every customer situation, and every conversation you have with customers and employees.

Let's look at the rules again:

1. *Remember that you are here for your customers.*

It's important to remember that without our customers, we wouldn't have jobs. You have a place in the store *because of them*. Specifically, that means we must put customers before "stuff." For example, if you're putting away tapes and a customer is wandering around, you should ask the customer if they are interested in any of the tapes you're putting away. Help them with a selection or walk them over to a category in which they're interested. It's your responsibility to help ensure that your customers have positive shopping experiences, and therefore, return. Even if a customer situation starts out negative, it is your responsibility to try to turn it around.

If you had a poor service experience in a store or restaurant that made you not want to go back, would you tell anybody about it? Well, if you're like most other Americans you would tell somebody. Actually, you'd tell a lot of people. According to a government study, the average unhappy customer tells 8 to 10 people about a bad experience. One dissatisfied customer in 5 tell about 20 people.

If an average BLOCKBUSTER customer decides not to return to your store because of a poor service experience, your store has lost approximately \$234 for the year. If that customer tells 10 people, your store has lost a potential \$2,340. And that's if *only one customer has a bad experience all year*. What if 10 customers in a year have bad experiences and choose never to shop at BLOCKBUSTER again? It adds up -- but it can be prevented. Customers do not stop shopping at a business without reason. *Remembering that you are here for your customers* will help ensure that your customers have pleasant experiences.

2. *Treat your customers like guests.*

We've all had guests in our homes, so we know what this means. In part it means:

- Be friendly and smile.
- Be polite and sincere.
- Say "hello" when they come in and "thank you" and "goodbye" when they leave.
- Talk with them.
- Listen to them.
- Assist them.

It also means that you never argue with a customer (you wouldn't argue with a guest would you?). You never tell the customer they're wrong. And you always give them the benefit of the doubt. In many instances, this will mean asking your Store Manager or Assistant Manager for assistance in dealing with a problem -- and that's okay. You will learn more about handling customer problems later in this module, but you can't go wrong if you always *treat your customers like guests*.

3. *Keep your promises.*

This one's an easy one. Nobody likes to break their word. BLOCKBUSTER makes promises to its customers and as a CSR, you represent those promises, so you need to follow through on them. You'll learn more about the promises BLOCKBUSTER makes, and how you can keep them, later in this module.

4. *Treat your co-workers the way you want to be treated.*

This one's an easy one too. Treat your other employees like you want them to treat you -- with respect. You're a team, so work together as a team and have fun.

5. *Have fun.*

Need we say more? Work can be fun, but it's up to you! The entertainment business is fun so you have an advantage -- you're working in a fun industry. Take an active interest in movies both at the theater (they'll be on video soon) and for rent. Talk to customers and co-workers about them. Smile, have a positive outlook, and be determined to enjoy yourself. If you enjoy yourself, your customers will have enjoyable experiences, too.

Now that we've discussed the company's *Mission Statement* and the *Golden Rules for a BLOCKBUSTER Experience*, it should be clear to you how important your role at BLOCKBUSTER is. You are an integral part of the company. With such responsibility, comes some basic expectations. Let's discuss those expectations, or BLOCKBUSTER standards, next.

NOTES

BLOCKBUSTER Standards

Because you represent BLOCKBUSTER while you are working, the company expects you to abide by certain standards. They are listed below.

Professionalism

You are expected to be appropriately dressed at all times when you report for work. While specific clothing requirements vary according to region, and will be explained by your supervisor, you must always appear neat and clean, with clothes pressed, proper shoes, name tags in place, and without extremes in hair or jewelry styles.

Punctuality

You are expected to show up on schedule. Your co-workers, the company, and the public depend on you.

Attitude

We're in the entertainment business, and for the public that starts with a successful and pleasant encounter with BLOCKBUSTER's employees. When you arrive to work, we expect you to share an upbeat attitude and the high energy level that comes with enjoying your job. The customers you meet or talk to on the phone should feel your enthusiasm and energy; they should see and hear your smile. Show that you are **confident, motivated, and friendly**.

Honesty and Responsibility

You are expected to be honest and responsible at all times. You are entrusted with the high standards and good image of BLOCKBUSTER, an obligation we hope you take as seriously as it is given.

Part of being responsible is to NEVER:

- Come to work under the influence of illegal drugs or alcohol.
- Smoke in the store.
- Discuss your salary with another employee.

Dedication

NOTES

We expect you to be dedicated to learning new things, paying attention to detail, and to working well with the BLOCKBUSTER team.

Now that you have an overview of BLOCKBUSTER's standards, let's look at some BLOCKBUSTER-specific terms. Understanding the company's jargon will make it easier for you to communicate with customers and other employees.

BLOCKBUSTER Store Terms

Most companies have their own jargon, and BLOCKBUSTER is no different. We've put together a glossary of terms that will help you get along in the world of BLOCKBUSTER.

Alternative Choice -- To guarantee customer satisfaction, we suggest alternate rental titles to the one for which the customer originally came.

AM -- Assistant Manager. The AM reports to the Store Manager and supervises CSRs.

AMEX -- *American Express* credit card.

Amaray - See plastic storage case.

Barcode -- A barcode is a group of scannable line codes used to uniquely identify each product.

Bad Films -- A bad film is a defective film that may need to be returned to the vendor. See BF.

BB -- BLOCKBUSTER.

BBEC -- BLOCKBUSTER Entertainment Corporation. BBEC is the parent company of BLOCKBUSTER Video.

BBV -- BLOCKBUSTER Video.

BF -- Bad Film account. BF in the store system denotes rental product that is awaiting repair, and is not available to rent.

Book-end -- This describes the placing of black plastic storage boxes and cover boxes on the shelf so that only the spine is visible.

BSI -- Basic Store Inventory. BSI includes all products for sale or rental in the store. However, it is commonly used to describe Library stock.

CC -- Closed Captioned. CC identifies videos which can, with the use of a special decoder, display text and dialog for the hearing impaired.

CSV -- Community Service Videos. CSV is a BLOCKBUSTER program which offers videos on community service topics. They are available for free rental to members.

Confection -- Confection is the candy, popcorn and edible products for sale in the BLOCKBUSTER stores.

Cover Box -- A cover box is furnished by the manufacturer and contains photos, illustrations, and descriptions of the film. It is displayed in front of the black plastic storage boxes cases containing the rental.

CSR -- Customer Service Representative.

Customer Call List -- The *More Than One Day Late Report* used to contact customers about rental product not returned to the store on time.

Customer Maintenance -- This is a program in store computer system used to maintain customer membership data and print membership cards; it is accessed through the CSR menu and is password-protected.

Daily -- Daily is a computer process that runs reports after the store closes each night to show all of the store's transactions.

DBAL -- Outstanding balance. The *DBAL Report* or *Outstanding Balance Report* is used to contact customers about their outstanding (unpaid) balances.

DM -- District Manager. The DM is the Store Manager's supervisor.

Drawer -- Cash drawer or till assigned to an employee. Once assigned, the employee becomes responsible for the money contained in the drawer.

Drop Box -- The drop box is a Quik Drop that allows members to return rentals after store hours, or when they don't wish to come into the store.

EAS -- Electronic Article Surveillance. EAS is the security system through which all customers and employees pass to exit the store. This system will set off alarms if anyone walks through it with product.

ECS -- Extended Customer Service. BLOCKBUSTER promotes ECS by suggesting a product or service to a customer; it means always going the extra mile to make a customer happy.

EDC -- The Electronic Draft Capture machine is what you use to capture a charge amount on a customer's credit card.

EMBAL -- *Employee Balance Report*. Store Managers use EMBALs to count and balance the cash tills.

End Cap -- The is the display area at the end of each shelving row.

Extended Viewing Fees (EV Fees) -- Extended Viewing Fees are assessed for each day a member holds a rental past the time it is due back to the store.

Facing -- This is the term that describes the positioning of rental product so that the cover box faces toward the customer. It sits in front of the black plastic storage boxes and makes it easy for the customer to makes selections.

FOS Report -- The *Found On Shelf Report* is also called the *One Day Late Report*. It is used each morning to locate product that was inadvertently returned to the shelf without being checked in.

Inventory -- Inventory is the monthly overnight assignment of taking stock of all items in the store.

Insert -- An insert is a computer-generated paper cover that is displayed on the black plastic storage box through the clear plastic cover. This insert includes movie title, category, barcode, rent code, rating, release date, store name, store address and telephone number, and a brief synopsis of the film, if available.

Intermec -- This equipment is used in the store to scan (read) barcoded BLOCKBUSTER products.

KRV (Kids Recommended Viewing) -- A BLOCKBUSTER designation on specific children's films that it recommends for children or family viewing.

Laminator -- This is the equipment used to seal membership cards in a protective plastic coating.

Laser Disc -- This is a video-recorded device similar to a compact disc, which provides a higher quality video playback than video tape. Laser discs are available for rent at some BLOCKBUSTER stores, but can be special ordered for purchase from any store.

Library Stock -- Rental videos that are displayed in the category sections, in other words, all those not on the New Release/Chartbuster wall are Library stock tapes.

LOS -- Left on Shelf.

Marquees -- The lighted "Now Playing" and "Coming Soon" fixtures.

Member -- A BLOCKBUSTER member is a customer who has completed a membership application and received a membership card with a unique assigned number.

Merchandising -- Merchandising means arranging or re-arranging the layout or presentation of products to promote sales.

MOD -- Manager on Duty. A MOD can be the Store Manager, Senior Assistant Manager, or Assistant Manager who is managerially responsible for the store during the current shift.

Monitors -- The televisions the in-store trailers play on.

Moratorium -- A moratorium is an indefinite time period during which a previously available movie is no longer produced by the studio; therefore, the title is no longer available to be ordered for rental or purchase.

NM -- Non-Member account. This code is used only for sales to customers who do not have a store membership.

NOTES

NR -- New Release. Rental products are called New Releases for the first 90 days after their release.

One Day Late Report -- Also called the *FOS Report*.

Part Number -- A part number is a five figure number code that represents the item offered.

Plastic Storage Case -- The case the videocassette is stored in.

POP -- Point of Purchase. POP are marketing materials such as counter displays, movie posters, and signs.

POS -- Point of Sales. POS is a program you access through the CSR menu to record all customer transactions including Rental, Sale, Exchanges, Returns, etc.

PUT -- Put Up Tapes. This is the process of returning rental product to the shelf. Usually, these are tapes that have been checked in.

PVT -- Previously Viewed Tape. PVTs are rentals now available for sale.

Quik Drop -- A Quik Drop is a drop box located outside the store to allow members to return rentals after store hours. Many stores also have a Quik Drop box located at the curb to allow customers to drop off product without leaving the car.

Security Sticker -- The security sticker is a magnetic sensor device that may or may not be hidden on the product. It helps prevent products from being carried through the security sensors at the exits without detection.

Sell-Thru -- Technically, sell-thru refers to anything in the store available for sale, but is most often used to describe tapes for sale rather than rental.

17+ -- A video that has a seventeen plus sticker is an unrated movie that BLOCKBUSTER has determined to have R-Rated-like content. These tapes cannot be checked out to anyone under the age of seventeen if there is a Youth Restricted Viewing code on the account (see YRV).

Shrink Wrap -- Shrink wrap is plastic wrap used to cover and protect product. Heat is used to fit the wrap snugly around the product.

Slatwall -- Slatwall is facing material used for end caps and display areas. It allows flexible positioning of acrylic shelves on which product is displayed.

Till -- Cash drawer.

Trailer Tape -- Films that come from Corporate and promote upcoming video releases. Play the trailer tapes in the monitors.

UPC -- Universal Product Code. A UPC is a preprinted barcode placed on product by the manufacturer. An independent international association assigns these codes.

VCP -- Video Cassette Player. VCPs are available for rent to members. It is a player only, and does not record.

Videolog -- Videolog is a catalog located in your store (probably at the manager's station) that cross-references movies with their stars and directors.

NOTES

Wandering -- See ZAP.

YRV -- Youth Restricted Viewing™. YRV is a BLOCKBUSTER program that prevents young people under the age of 17 from renting R-rated or unrated movies with R-like-content, unless their parents have given prior approval on the family membership account.

ZAP -- Often called wandering, this simply means inputting the barcode information into the computer with a laser gun.

ZIM -- Zone Inventory Manager.

Activity

NOTES

Match the following glossary entries with their definitions:

- | | |
|------------------|--|
| AM _____ | a. Store Manager or Assistant Manager on duty |
| BBV _____ | b. Report used to count down a till |
| BSI _____ | c. Bad Film |
| EAS _____ | d. Video-recorded disc |
| FOS Report _____ | e. Point of Sale |
| ZAP _____ | f. Closed Circuit |
| Till _____ | g. Electronic Article Surveillance |
| MOD _____ | h. Assistant Manager |
| DBAL _____ | i. BLOCKBUSTER Video |
| EMPBAL _____ | j. One Day Late Report |
| Drop Box _____ | k. Cash Drawer |
| CC _____ | l. Report used to contact customers about outstanding balances |
| BF _____ | m. Basic Store Inventory |
| Laser Disc _____ | n. Wandering |
| POS _____ | o. Quik Drop |

Fill in the blank to properly complete the following statements:

1. YRV is a BLOCKBUSTER program that prevents members _____
_____ from renting _____
movies or unrated movies with _____ content, unless
their parents have given prior _____ on the family membership.
2. Sell-thru is technically anything in the store available for sale, but it is
most often used to describe tapes _____ rather than for rent.
3. EV Fees are assessed each day a member holds a rental past the time it
is _____ to the store.
4. *FOS Report* means _____ *Report* and is also
known as the *One Day Late Report*.
5. A video that has a _____ sticker is an unrated movie that
BLOCKBUSTER has determined to have R-Rated-like content.
These tapes cannot be checked out to anyone under the age of 17 if
there is a _____ code on the account.
6. We expect you to be dressed appropriately when you report to work
and always appear _____ and _____, with clothes _____,
shoes shined, name tags in place, and without extremes in _____
or _____ styles.
7. We expect you to show up _____ because
your co-workers, the company, and the public depend on you.

8. We expect you to share an upbeat outlook and the high _____
_____ that comes with enjoying your job.
9. We expect you to be _____ and responsible at
all times. Part of this responsibility is to never come to work under the
influence of _____ or _____,
never _____ in the store, and never discuss
_____ with another employee.
10. We expect you to be dedicated to _____ new things,
_____ to detail, and to
_____ with the
BLOCKBUSTER team.

Answer the following questions.

1. **BLOCKBUSTER's** Mission is to be the best provider of
entertainment options that meet consumer needs. List the two ways
the company will accomplish its mission.

- _____

- _____

2. List the *Golden Rules for a BLOCKBUSTER experience*.

- 1) _____

- 2) _____

- 3) _____

- 4) _____

- 5) _____

3. Explain the term "we must put our customers before stuff." _____

4. According to a government study, how many people does the average unhappy customer tell about a poor service experience? _____

5. Using the answer you wrote in #4, calculate how much revenue your store could potentially lose if 10 customers have a poor service experience in your store in a year (the average BLOCKBUSTER customer will spend \$234 a year in your store). _____

6. What are six easy things you can do to help ensure you are treating your customer like a guest?

- _____
- _____
- _____
- _____
- _____
- _____

7. To avoid arguing with a customer, what should you do if you can't handle a customer problem? _____

8. How should you treat your co-workers? _____

9. If you have fun and enjoy yourself while you're working, what potential effect will such an environment have on your customers?

See how you did! The answers are on the next page.

Activity Answers

AM	h. <u>Assistant Manager</u>
BBV	i. <u>BLOCKBUSTER Video</u>
BSI	m. <u>Basic Store Inventory</u>
EAS	g. <u>Electronic Article Surveillance</u>
FOS Report	j. <u>One Day Late Report</u>
ZAP	n. <u>Wandering</u>
Till	k. <u>Cash Drawer</u>
MOD	a. <u>Store Manager or Assistant Manager on duty</u>
DBAL	l. <u>Report used to contact customers about outstanding balances</u>
EMPBAL	b. <u>Report used to count down a till</u>
Drop Box	o. <u>Quik Drop</u>
CC	f. <u>Closed Circuit</u>
BF	c. <u>Bad Film</u>
Laser Disc	d. <u>Video-recorded disc</u>
POS	e. <u>Point of Sale</u>

Fill in the blank to properly complete the following statements:

1. YRV is a BLOCKBUSTER program that prevents members under the age of 17 from renting R-rated movies or unrated movies with R-rated-like content, unless their parents have given prior approval on the family membership.
2. Sell-thru is technically anything in the store available for sale, but it is most often used to describe tapes for sale rather than for rent.
3. EV Fees are assessed each day a member holds a rental past the time it is due back to the store.
4. *FOS Report* means Found on Shelf Report and is also known as the *One Day Late Report*.
5. A video that has a 17+ sticker is an unrated movie that BLOCKBUSTER has determined to have R-Rated-like content. These tapes cannot be checked out to anyone under the age of 17 if there is a YRV code on the account.
6. We expect you to be dressed appropriately when you report to work and always appear neat and clean, with clothes pressed, shoes shined, name tags in place, and without extremes in hair or jewelry styles.
7. We expect you to show up on schedule because your co-workers, the company, and the public depend on you.
8. We expect you to share an upbeat outlook and the high energy level that comes with enjoying your job.
9. We expect you to be honest and responsible at all times. Part of this responsibility is to never come to work under the influence of illegal drugs or alcohol, never smoke in the store, and never discuss salary with another employee.

10. We expect you to be dedicated to learning new things, paying attention to detail, and to working well with the BLOCKBUSTER team.

Answer the following questions.

1. BLOCKBUSTER's Mission is to be the best provider of entertainment options that meet consumer needs. List the two ways the company will accomplish its mission.
 - By understanding the entertainment interests of the consumer better than anyone else.
 - By delivering unique products with the highest level of customer service.
2. List the *Golden Rules for a BLOCKBUSTER Experience*.
 - 1) Remember that you are here for the customers.
 - 2) Treat your customers like guests.
 - 3) Keep your promises to your customers.
 - 4) Treat your co-workers the way you want to be treated.
 - 5) Have fun.
3. Explain the term "we must put our customers before stuff." Our customers must always come first -- before doing any task. We are here for the customers. If they need assistance or service, we should stop what we are doing and provide the assistance or service.
4. According to a government study, how many people does the average unhappy customer tell about a poor service experience? 8 - 10

5. Using the answer you wrote in #4, calculate how much revenue your store could potentially lose if 10 customers have a poor service experience in your store in a year (the average BLOCKBUSTER customer will spend \$234 a year in your store).

Calculation:

$10 \times \$234 = \$2,340$ (potentially lost revenue from the 10 unhappy customers)

$\$2,340 \times 8 = \$18,720$

$\$2,340 \times 10 = \$23,400$

Answer:

$\$18,720$ to $\$23,400$ (potentially lost revenue from the 8 - 10 people those 10 customers told)

6. What are six easy things you can do to help ensure you are treating your customer like a guest?
- Be friendly and smile.
 - Be polite and sincere.
 - Say "hello" when they come in and "thank you" and "goodbye" when they leave.
 - Talk with them.
 - Listen to them.
 - Assist them.
7. To avoid arguing with a customer, what should you do if you can't handle a customer problem? Ask your manager or Assistant Manager for assistance.
8. How should you treat your co-workers? The way you want to be treated.

NOTES

9. If you have fun and enjoy yourself while you're working, what potential effect will such an environment have on your customers?
Your customers will probably have an enjoyable experience also.

Achievement 1 Certification

NOTES

This is a knowledge-based Achievement. Successful completion will illustrate that you have an understanding of this Achievement area.

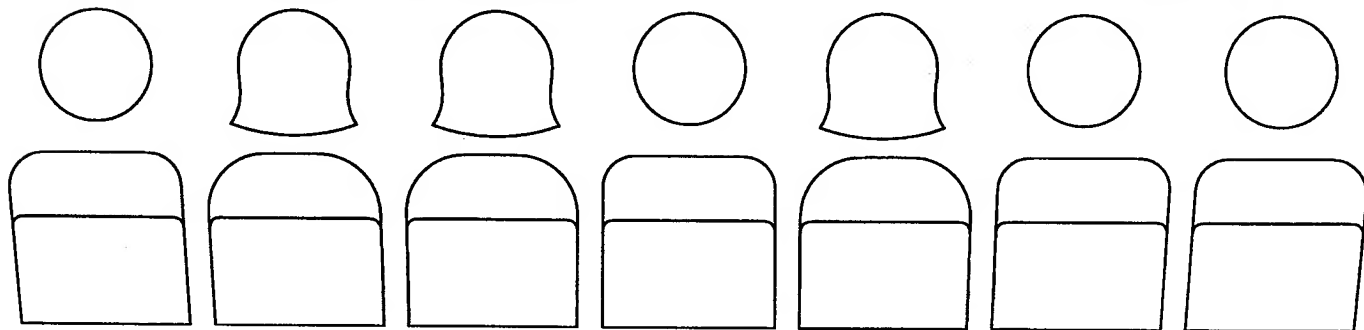
Explain the following to your Store Manager:

1. Explain BLOCKBUSTER's Mission Statement.
2. List the five *Golden Rules for a BLOCKBUSTER Experience*.
3. Explain why it's important to remember that you are here for the customers.
4. Explain what you can do to treat your customer like a guest.
5. Explain the YRV program.

Store Manager Signature: _____

Date: _____

1. What 1989 comedy starred Kirstie Alley as an unwed mother who finds the "perfect" father for her baby in cab driver John Travolta?





Achievement 2: Customer Service

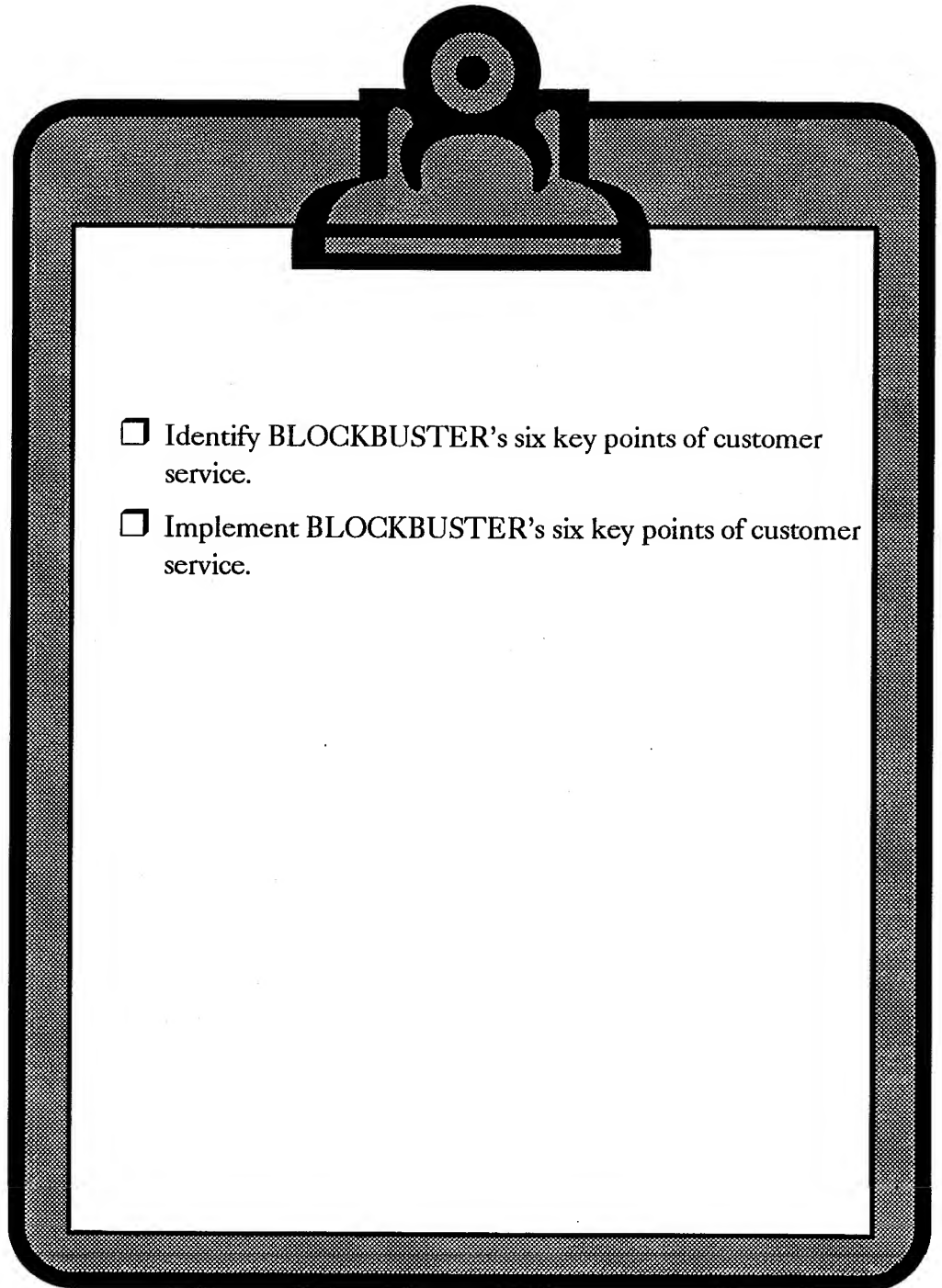
Overview

Our primary business may be renting movies, video games, and laser discs, but the main reason for BLOCKBUSTER's success has nothing at all to do with what comes in a plastic box. It's customer service. And as the *number one* video rental business in the world, we have learned that customer service is one of the things that sets us apart from the thousands of other rental places out there. Yes, we're the world's largest, but we serve just one customer at a time.

As a BLOCKBUSTER CSR, the face of customer service is *you*. *Treat your customers as you would like to be treated*, and you will play a starring role in keeping BLOCKBUSTER's competitive edge. The Golden rule is: Treat your customers like guests.

Learning Objectives

This Achievement contains information about the company's past, its plans for the future, as well as BLOCKBUSTER's unique brand of customer service. Once you have mastered the skills in this Achievement area, you will be able to:



- ☐ Identify BLOCKBUSTER's six key points of customer service.
- ☐ Implement BLOCKBUSTER's six key points of customer service.

Customer Service Expectations

Do you love movies? Since you've joined the BLOCKBUSTER team, your love of the industry is one of the things that will make you an outstanding ambassador to the public, a movie reviewer, and a resource for everyone who comes into the store looking for an evening's entertainment. As you get to know your customers, you'll learn what movies make them cry, excite them, enlighten them, and make them cheer. And you thought you'd just be checking out movies!!!!

You've already learned about our *Golden Rules for a BLOCKBUSTER Experience*. And as you know, Rule #2 is *Treat Your Customer Like a Guest*. In the last Achievement, we talked about what that meant. Now, let's look at six BLOCKBUSTER-specific customer service points that will help ensure you always treat your customer like a guest.

The video, *The Heart of BLOCKBUSTER Video is Customer Service*, highlights these six key points. The video is fast-paced and fun. Go ahead and watch the video now, then come back to this workbook and we'll discuss it.

The Heart of BLOCKBUSTER Video is Customer Service

No matter how much you love the movies, you probably wouldn't go to a theater that has a filthy parking lot, grumpy attendants, long lines, stale popcorn, or torn and broken seats with wads of gum underneath. Compare this to the experience of going to a gala Hollywood theater on the night of a premier: white gloved ushers who greet you with a smile, red carpet treatment, plush comfortable seats and fresh popcorn. It could be the same movie, but which experience would you enjoy more? Keep that in mind when dealing with our customers. What kind of experience do our customers want? They have a choice. Offering them a premier experience is the reason for BLOCKBUSTER's success.

Sure, you don't wear white gloves, and our carpets aren't red, but we do go the extra mile to make sure every BLOCKBUSTER store is well-maintained, staffed with friendly, helpful people (that's you!), and filled with plenty of copies of the movies people want.

NOTES

We believe that our customer's evening of entertainment starts the moment they walk into our store. And you are not an extra ... you are one of the major stars responsible for the success of the evening. And that brings us back to the six key points of customer service you learned from the video. You will be the one to ensure that your customer has a successful **BLOCKBUSTER** experience. And following the six key points will help you do so.

Six Key Points of Customer Service

NOTES

1. *Keep the store well-stocked.*

That's why they come to us, folks. We have more copies of more of the movies everyone wants to see, including the newest of the new releases, as well as older films people never tire of seeing.

Maintain the store as if it were opening night at the movies. Move those films quickly from the check-in area and drop boxes back to the shelves where customers can find them. Try not to let someone leave disappointed; if the movie they want is out, help them find something with a similar theme, or the same stars or director.

Keep the movies off the check-in area counter. If you don't, customers will enter the store and crowd around this area. On a busy night, that means people in line, people hovering to see the movies on the counter, and at a glance, a crowd that can mean an intimidating situation to other customers. We never want a customer to leave because they couldn't find what they wanted or because the environment isn't welcoming.

2. *Expedite customer transactions quickly and professionally.*

Once people locate a movie they want to spend 2 hours watching, the last thing they want is a check-out hassle. Remember that you're a star, and just as Fred Astaire could tap dance *and* sing, you can balance speedy check out *and* courtesy. Always smile and have a positive outlook. Acknowledge the customer in front of you with a hello and a smile. As soon as you do that, you'll find it very easy to manage a little pleasant conversation while you check out their films. And when they leave, remember to say thanks and remind them of when the film is due back.

3. *Greet and thank our customers.*

This isn't a call to perform that meaningless mainstay of the American conversation: Have a Nice Day. We're talking *sincerity*. That means look people in the eye, see who you're speaking to, and mean what you say. Make sure people feel welcome and comfortable in your BLOCKBUSTER store. If you enjoy your job and you're having a good time (and we know you are), this will come across to your customers. When they come in, say "hello." When they leave, say "thank you" and "good-bye." It's as simple as that. We're going to discuss greeting our customers in detail in the next section.

4. *Solve customer problems immediately.*

Always listen to your customer. Hear the customer out and try to really understand the source of their problem. Then, you will be better able to deal with it successfully. We don't want you to prove to a customer that you are right and the customer is wrong; that accomplishes nothing, except the loss of a customer.

When there's a problem -- and sometimes there will be a problem -- help resolve it to the *customer's* satisfaction. If you need help, get it. If you don't know, find out. Give the customer the benefit of the doubt. Don't question the integrity of the customer, try to resolve the issue at hand.

Make it comfortable for the customer by going off to the side to discuss the matter -- no one wants to air their disputes with an audience. Finally, if you can't resolve the problem, find someone who can: another CSR, an Assistant Manager, or Store Manager. Remember: nobody wins if a customer walks out of your store to never return again.

5. *Put yourself in the customer's place.*

How do you like to be treated when you're out shopping? How do you want someone to talk to your mother or your little brother? Well, it's safe to assume that other people -- your customers, in particular -- share your view. Treat them the way you want to be treated. It's as simple as that. Take the time, even a second or two, to make each customer feel like an individual. Remember, you're here to make the customer happy.

6. *Keep a good attitude and smile.*

This is both the easiest and most difficult thing to learn about your job. When you've over-slept your alarm, gotten stuck in traffic, had an argument with a family member on the way out of the house, found out about a test in school for which you're not prepared, your initial impulse may be to keep that dark cloud hanging over your head even after you clock in. But, *don't*.

When the check-out counter is mobbed with customers and the phone is ringing, when someone's child is having a temper tantrum in the middle of the Kid's Area and you have a headache, or when a customer asks you to check the drop box to see if the movie they want has been returned: *smile*.

You help set the tone for the store with your positive outlook, and you'll be surprised by how contagious it becomes. Your frantic rush to get to work on time, that argument you had, or that test you learned about won't seem as bad as it first did. And as we talked about in the last Achievement, if you enjoy yourself, your customers will probably enjoy themselves too.

And just as you help set the tone for the store with your positive outlook, you help set the tone for a customer's shopping experience when you greet them. Next, we're going to talk about how to greet our customers so they feel welcome in our store.

Greetings

Good Morning Vietnam!!!!

Robin Williams caught everyone's attention with this early morning salutation in the movie *Good Morning Vietnam*. His enthusiasm and energy brought a smile to his listeners' faces at the start of what could become an intense and stress-filled day. And while we don't need to sweep our customers off their feet with such a powerful hello, it's still important to greet them enthusiastically and sincerely. We want to make them feel as if they are our guests.

It's not just a matter of good first impressions; every greeting is important. The most common opportunities you will have to greet a customer -- and turn them into a loyal patron -- are at the door when they enter, on the floor while they shop, at the counter area when they leave, and on the telephone. Let's look at these four customer greetings:

- **Door Greeting.**

- Welcome customers as they enter the store. Be sure to make eye contact, smile, and speak in a clear and friendly tone of voice.
- Don't assume everyone who walks through the door is a member; take this opportunity to point out the membership sign-up desk.
- Some sample door greetings are:

Hi, welcome to BLOCKBUSTER. How are you today/tonight?

Hi. Can I set up a BLOCKBUSTER membership for you at this location?

Good morning/afternoon/evening!

Hi. How did you like that video you just returned?"

- **Floor Greeting.**

- Being on the sales floor among your “guests” is a great time to acknowledge them. Smile and make eye contact.
- Try to ask open-ended questions that are likely to produce a response other than “yes” or “no.” Questions like these are often conversation starters than can lead to problem solving or additional film rentals.
- Some sample floor greetings are:

Hi. What film are you looking for today?

That's a great film you have in your hand. I also liked XYZ which also stars <actor/actress>. Who is your favorite <actor/actress>?



Always try to make sure your customer doesn't leave empty-handed. That means catching them while they're on the floor. Ask what they're looking for, check the drop box, or offer an alternative title.

- **Exit Appreciation.**

- This is your last in-person chance to make the customer feel like a guest.
- This is when you should:
 - Remind the customers of due dates.
 - Remind customers of upcoming new releases
 - Always smile, make eye contact and say “thank you.”
- Some sample exit appreciation remarks are:

Good Night. Let me know how you liked that XYZ movie.

Hope you enjoy your movie. Thanks for coming in.

Thanks for coming in. We'll see you next time.

- **Telephone Greeting.**

- A phone call may be a true opportunity to make a first impression, so make it a good one. Answer the phone by the third ring, and always say:

*Good morning/afternoon/evening. BLOCKBUSTER Video
<location>. This is <your first name>, how can I help you?*

- Speak slowly and pleasantly. Your customer should hear a smile in your voice.
- If you have a line at your station, and can't immediately handle the customer's question or request, take the customer's name and phone number and assure them that you will call them back. Then, make sure you call back in a timely manner.

Activity

NOTES

Answer the following questions.

1. List the six key points of customer service.

- _____
- _____
- _____
- _____
- _____
- _____

2. Why is it important to restock shelves as quickly as possible?

3. Explain what you will do if you have a check-out line and a customer calls on the phone with a problem:

4. Why is it important to check in tapes and get them put away so that they are not sitting on the check-in counter?

5. Why is it important to resolve a customer's problem immediately?

6. How do you set the tone for a customer's shopping experience?

7. What should you do if a customer comes in complaining that the movie they rented wouldn't work on the VCR at home?

8. Why is customer service so important to BLOCKBUSTER's business?

9. What are the three ways you can make a customer feel really welcome?

- ---
- ---
- ---

Activity Answers

NOTES

1. List the six key points of customer service.

- Keep the store well-stocked.
- Expedite customer transactions quickly and professionally.
- Greet and thank customers.
- Solve customers' problems immediately.
- Put yourself in the customer's place.
- Keep a good attitude and smile.

2. Why is it important to restock shelves as quickly as possible?

BLOCKBUSTER has a well-earned reputation for having more copies of the most popular films. When you keep shelves well-stocked, you promote satisfaction by making sure customers get what they came in for. Try not to let someone leave disappointed.

3. Explain what you will do if you have a check-out line and a customer calls on the phone with a problem:

Take the customer's name and phone number and call back as soon as possible (if you can't immediately handle their request or problem).

4. Why is it important to check in tapes and get them put away so that they are not sitting on the check-in counter?

It helps ensure that customers can find what they want on the shelves; it also prevents customers from gathering around the check-in area to look at the movies sitting on the counter.

5. Why is it important to resolve a customer's problem immediately?

You should never let a customer leave unhappy or upset. Try to solve customer problems immediately; if you cannot positively solve a customer problem, ask your MOD for assistance.

6. How do you set the tone for a customer's shopping experience?

Smile, make eye contact, and greet them.

NOTES

7. What should you do if a customer comes in complaining that the movie they rented wouldn't work on the VCR at home?
Always give the customer the benefit of the doubt, apologize for any inconvenience and provide a replacement tape. Do not place the video on the VCP in front of the dissatisfied customer; wait until they leave.
8. Why is customer service so important to BLOCKBUSTER's business?
We are here for the customers. Without them we wouldn't be in business; therefore, it's important that we offer them outstanding customer service.
9. What are the three ways you can make a customer feel really welcome?
Sincerely greet every customer as they enter, as they browse, and as they exit.

Achievement 2 Certification

NOTES

This is a knowledge-based and skill-based Achievement. Successful completion of Part 1 will illustrate that you have an understanding of this Achievement area. Successful completion of Part 2 will illustrate that you have mastered the skills necessary to be proficient in this Achievement.

Part I

Discuss the following with your Store Manager.

1. Name the six key points of BLOCKBUSTER's customer service philosophy.
2. For each key point explain why it is important and what you can do to implement it.
3. Name the four types of greetings and give an example of each.

Part II

Perform the following:

1. Greet 10 customers at the door.
2. Thank 10 customers as they leave.
3. Talk to 10 customers on the floor.
4. Greet 10 customers on the phone.

Case Study

Determine how you would handle the situation below. Tie your answer into *The Golden Rules for a BLOCKBUSTER Experience*.

It hasn't been a very good day. You rushed to get to work on time, so you walk in feeling a little frazzled. You start your shift putting up tapes and three customers walk in. One customer is walking the New Release Wall, another is wandering through the Library, and the third is standing in the middle of the center aisle looking around. What do you do?

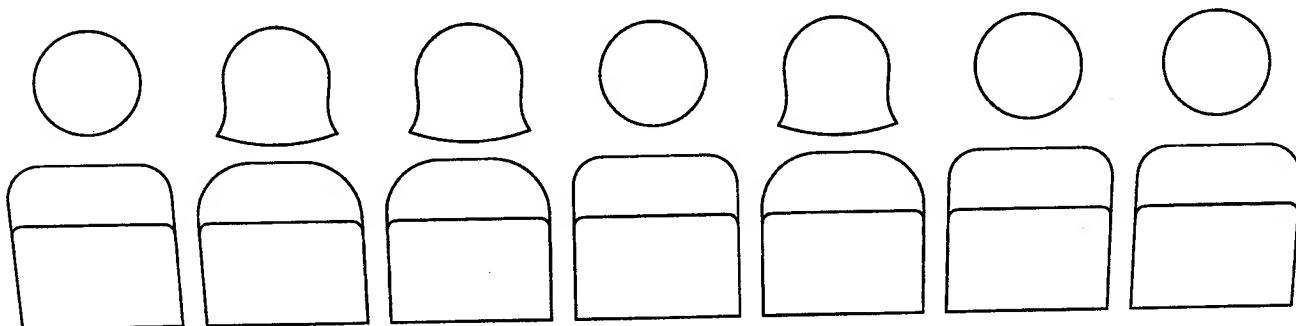
Congratulations!

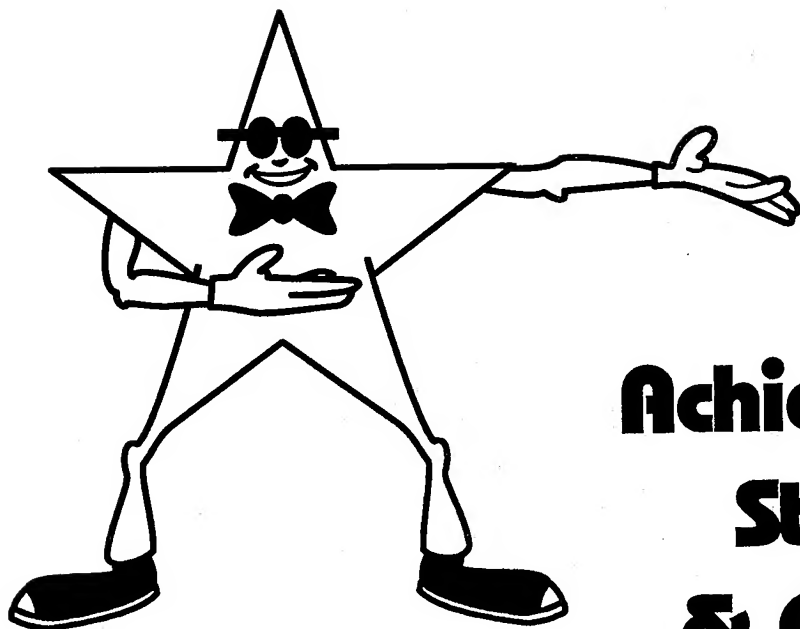
Store Manager's Signature: _____

Date: _____

Movie Trivia

2. What actors played the lead roles in 1940's *My Favorite Wife*?





Achievement 3: Store Layout & Orientation

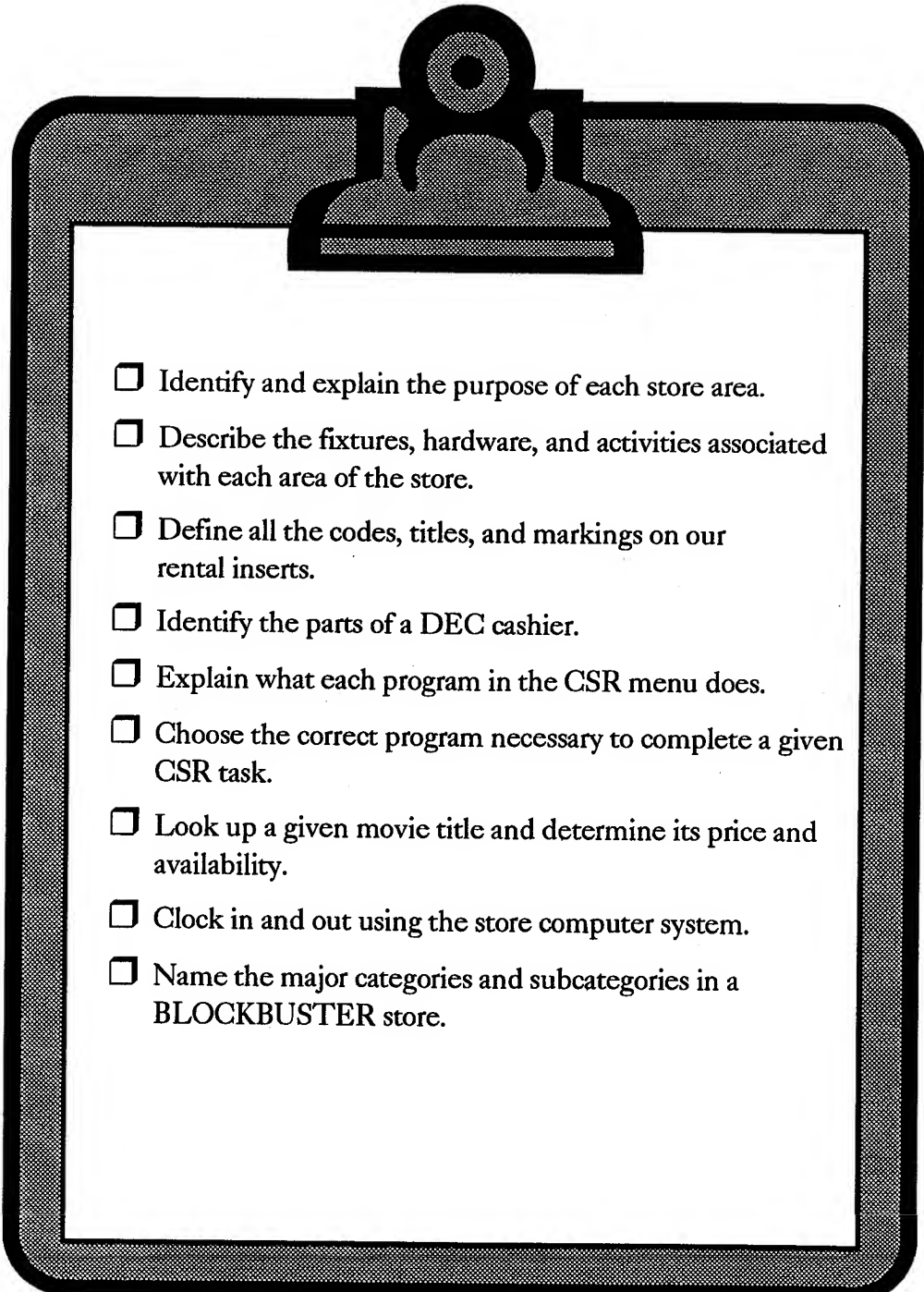
Overview

When Woody Allen was making his film *Interiors* (released in 1978), who would have thought that someday a part of your life would be imitating his art? In the movie, Allen cleverly uses the interior of building to play a supporting role to his stars. Likewise, the interior layout and general orientation of your BLOCKBUSTER store is designed to support your starring role as a CSR.

To know your store better is to serve your customers better. The information in this Achievement will start you on your way. It will give you a simple overview of your store layout and the functions that are associated with its design. It will also introduce you to the store system.

Learning Objectives

This Achievement contains all of the information you will need to understand the layout and organization of a BLOCKBUSTER store. When you complete this Achievement on store layout and orientation you will be able to:

- 
- ☐ Identify and explain the purpose of each store area.
 - ☐ Describe the fixtures, hardware, and activities associated with each area of the store.
 - ☐ Define all the codes, titles, and markings on our rental inserts.
 - ☐ Identify the parts of a DEC cashier.
 - ☐ Explain what each program in the CSR menu does.
 - ☐ Choose the correct program necessary to complete a given CSR task.
 - ☐ Look up a given movie title and determine its price and availability.
 - ☐ Clock in and out using the store computer system.
 - ☐ Name the major categories and subcategories in a BLOCKBUSTER store.

Store Areas

There are two major sections of your store with which you need to familiarize yourself: sales floor and non-sales floor. Within those two sections are the following store areas:

Sales Floor

- Entrance and Exit
- New Release Wall
- Library
- Games
- Kids' Area
- Sell-Thru
- Hardware
- Counter

Non-sales Floor

- Workroom
- Restroom

Refer to Figure 1 for a diagram of a typical store layout. It may differ slightly from your store, but it will give you a basic orientation to the location of the areas mentioned above. We will discuss each area in detail.

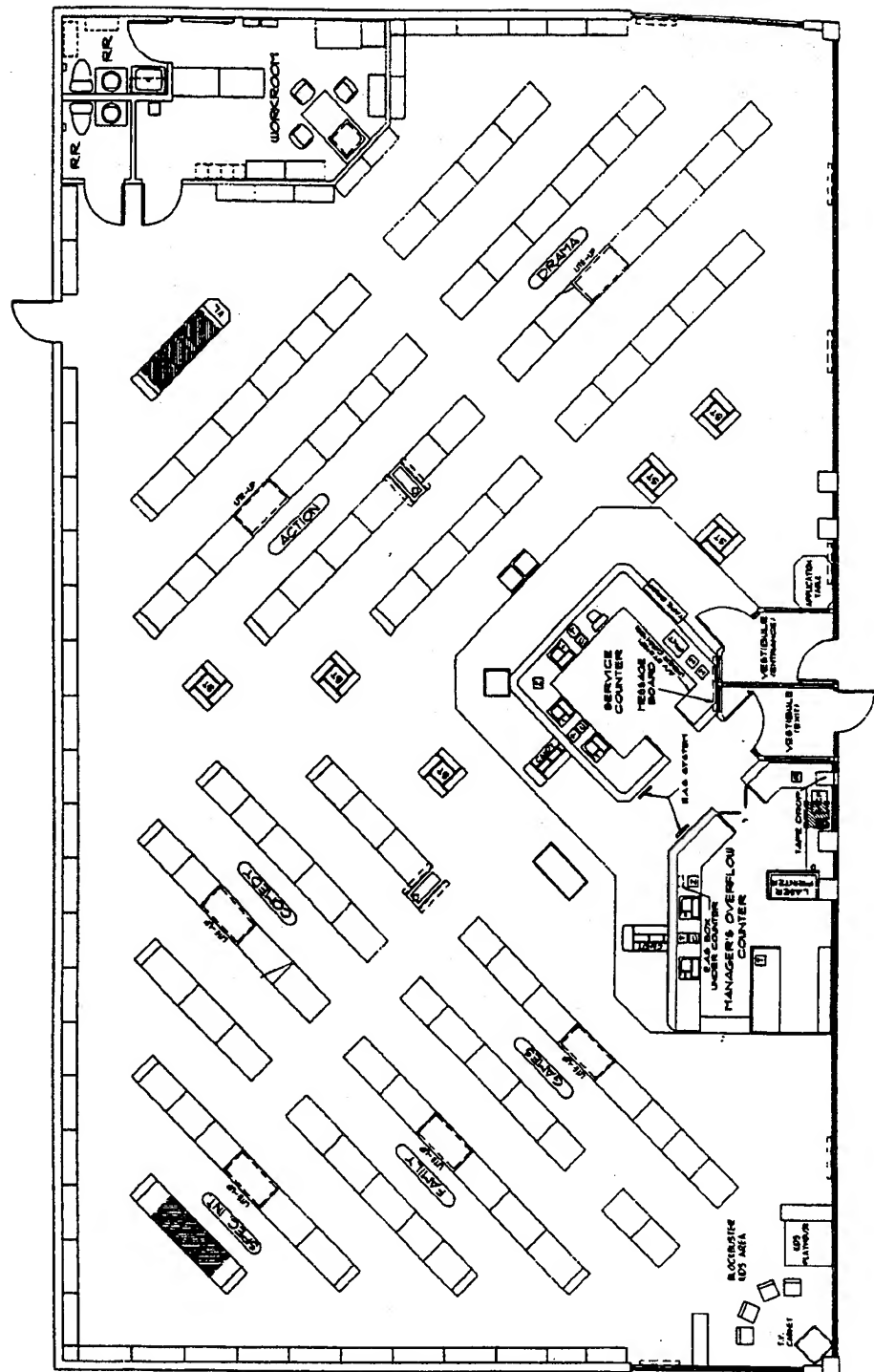


Figure 1: Store Floor Plan

Entrance & Exit

BLOCKBUSTER Video has more than 30 million members. If you lined them up single file, the line would be longer than 5,600 miles. That's a lot of first and last impressions that we make everyday, which makes the entrance and exit areas important customer service areas. The entrance and exit are located at the front of the store and are separated to control customer traffic.

Entrance

Several things occur at the entrance area:

- Greeting
- Membership sign-up
- Tape return

Because the entrance is where you will make your first impression on your customers, it is important to remember the *Golden Rules for a BLOCKBUSTER Experience*. Treating your customer like a guest starts here. As a CSR, your focus on the customers in this area should be to offer them a friendly smiling face as soon as they enter that door. *You* are BLOCKBUSTER to them.

This is also where the new membership application table is located for customers who wish to sign up to become members. In addition, this is the area where existing members return their tapes.

Exit

The exit is where you will make the last impression on your customers before they go home. Make sure each customer that leaves has a positive, lasting BLOCKBUSTER Experience by offering them a sincere "thanks for shopping in our store."

New Release Wall

The New Release Wall is typically located along the back perimeter wall and is one of the most visited sections of your store. This is valuable shelf space because these "Wall Fixtures," as the shelves are often called, hold the hottest, newest, and most demanded movies in your store.

Because of the popularity of this area, it's important that you make sure that your customers find what they are looking for. You do this by assisting them as needed and making sure that all new releases get returned to the shelf as soon as possible from the counter area.

The movies in this area also tend to get out of place more often so it is important that you continually maintain the appearance of the New Release Wall by straightening the cover boxes and storage boxes.

The Library

This area got its name because of the wide selection of product it offers. The Library is how BLOCKBUSTER sets itself apart from all competition because of the vast number of tapes available. This is where you can direct customers to movies that may not be the newest, but certainly could be considered the best ever made, like: *Gone With The Wind*, *When Harry Met Sally*, *Stripes*, *The Godfather* and thousands more.

When a customer can't find a movie, odds are there is some hidden treasure in the Library that will satisfy their need; you may just need to help them find it.

Games

BLOCKBUSTER carries a large selection of Nintendo, Super-Nintendo, and Sega games. Your game selection is generally toward the front of the store.

Kids' Area

The adults have their hang outs (New Releases and the Library), so why can't the kids have theirs? That is exactly what BLOCKBUSTER had in mind when it created the kids' area. Kids can hang out in this area, which has chairs, bean bags, play houses, a TV that plays kids' movies, and many other items that will hold their attention while mom and dad look for a movie.

As a CSR, you should make sure that there is always a children's movie playing, the area is straight and clean (this can sometimes be a challenge on Saturday mornings) and that the kids are having fun. Remember these are your future customers!

Sell-Thru

The sell-thru area is designed to differentiate sale merchandise from rental merchandise. To do this, there are a variety of fixtures and displays used to maximize impulse buying:

- Sales towers
- Endcaps
- Sales bins
- Candy fixtures

Sales Towers

Sales towers are large, freestanding structures with shelves on all four sides that hold movies for sale. Each tower represents a different type of movie: Action, Kids, Comedy, Drama, Exercise, etc. They are located near the check-out area and down the center aisle.

Endcaps

Endcaps are attached at either end of Library shelves. They are typically located down the center aisle, and often have new or featured product merchandised on them.

Sales Bins

Sales bins can either be 2 x 2 (which holds 100+ videos), or 2 x 4 (which holds 200+ videos). They are usually used to merchandise previously viewed tapes (PVT), or promotional items (Pepsi/popcorn).

Candy Fixtures

Candy fixtures are attached to the main counter area and are the highest area for impulse buying. This is where your customers can get their daily sugar fix by buying Twizzlers, Kit-Kat or another favorite candy.

As a CSR, you need to make sure that you have a clear understanding of all the products that are available, their prices, and their locations so you can better assist our customers with their purchases. And make sure that you are never out of any stock (you can't sell it if you don't have it).

Hardware

BLOCKBUSTER rents all types of hardware:

- Video cassette players (VCP).
- Video game machines, such as Nintendo and Sega players.
- Phillips CD-I machines (available in some stores) , which is one of the newest forms of interactive entertainment units.

All of these products are typically located on locking fixtures near the front of the store. As a CSR, you should make sure that you know the rental pricing of these units, and who controls the key (usually the MOD).

Counter Area

NOTES

The counter area is the mecca of activity. From here you will check out customers, check in customers, sign up new members, answer the phone and greet and thank customers as they enter and leave.

Every customer who checks in or checks out a movie will be standing in this area of the store, so it is critical that this is a very clean, organized, and efficient area.

It's also important to realize that although there are often customers around this area, you should only be in the counter area if you are helping them, or if you have been assigned a specific job in this area. You should not be hanging around this area waiting for customers to come in or because other CSRs are working in the area. Get on the sales floor and greet customers. Talk with them and help them find that right movie to take home.

Workroom

The workroom is a non-sales area that is located in the rear of the store. This room provides you with an area to take your break. It is also used for storage. Some of the items you will find in your break room might include:

- Employee lockers
- Security equipment
- Main computer and printer
- Work table and chairs
- Employee bulletin board

Many times this is where your manager will post communications about store meetings, promotions, and other activities. This is your area and you should make sure that it is always kept neat, clean, and organized.

Restroom

Restrooms for both employees and customers are located in the rear of the store. Since you will have customers that use the restroom in your store, it is important that restrooms are always properly stocked with supplies and kept extremely clean.

This may require you to inspect them on a regular basis. If your restrooms are kept locked for security reasons, ask your manager where the keys are located.

Activity

NOTES

Part I

Take a walk around your store and identify each of the store areas:

- Entrance
- Exit
- Library
- Kids' Area
- Sell-thru
- Hardware
- Counter
- Workroom
- Restroom
- New Release Wall

Part II

Think about the layout of your store. Identify in which areas you would complete each of the following tasks by matching the task with the appropriate area :

- | | | |
|------------------|-------|--|
| Entrance | _____ | a. Check hourly for cleanliness |
| Exit | _____ | b. Return a VCP to sales floor |
| Library | _____ | c. Locate a PVT tape for a customer |
| Kids' Area | _____ | d. Greet customers |
| Sell-thru | _____ | e. Direct a customer to the hottest titles |
| Hardware | _____ | f. Thank customers for shopping at BB |
| Counter | _____ | g. Put a <i>Barney</i> tape in the VCR |
| Workroom | _____ | h. Help a customer find <i>The Giant</i> |
| Restroom | _____ | i. Eat your lunch |
| New Release Wall | _____ | j. Scan a member's card |

Activity Answers

Part II

Entrance	<u>d. Greet customers</u>
Exit	<u>f. Thank customers for shopping at BB</u>
Library	<u>h. Help a customer find <i>The Giant</i></u>
Kids' Area	<u>g. Put a <i>Barney</i> tape in the VCP</u>
Sell-thru	<u>c. Locate a PVT tape for a customer</u>
Hardware	<u>b. Return a VCP to sales floor</u>
Counter	<u>j. Scan a member's card</u>
Workroom	<u>i. Eat your lunch</u>
Restroom	<u>a. Check hourly for cleanliness</u>
New Release Wall	<u>e. Direct a customer to the hottest titles</u>

Maintaining Store Appearance

Now that you have learned the main areas that make up the overall appearance that has made BLOCKBUSTER so successful with its customers. The area of responsibility is maintaining that appearance. There are two basic areas to maintaining store appearance:

- Cleaning the store.
- Knowing and maintaining correct film categorization.

Cleaning the Store

The best way to make sure your store stays clean is to make sure you don't ignore cleaning in the first place. It's an easy task to put off, but then your job becomes much bigger. In the movie *Caddyshack*, Carl the Greens-Keeper (played by Bill Murray) believes the best way to clean his house is by using a leaf blower. Although that is an interesting approach, it's not one that you will use to maintain your store. Instead, you will follow the *CSR Daily Cleaning Checklist* and *CSR Monthly Cleaning Checklist*, which will help ensure that your store is always maintained to BLOCKBUSTER's appearance standards.

Let's take a look at those checklists next.

CSR Daily Cleaning Checklist

- ☐ Clean the parking lot and sidewalk.
- ☐ Empty all trash containers (outside, restroom, office, workroom).
- ☐ Clean all entrance and exit doors and windows.
- ☐ Clean mirrored columns.
- ☐ Dust the tops of shelving units and sales towers.
- ☐ Check the restrooms hourly and clean as needed.
- ☐ Wipe down and straighten the counter area.
- ☐ Clean computer equipment.
- ☐ Clean and straighten the workroom.
- ☐ Clean the designated area of the store as indicated on your store cleaning schedule (ask your MOD where the schedule is located).
- ☐ Inspect and clean the kids' area as needed.

CSR Monthly Cleaning Checklist

- ☐ Windows (inside and out).
- ☐ TV monitors.
- ☐ Endcap shelves.
- ☐ Tower shelves.
- ☐ Candy shelves.
- ☐ Toe plates on rental shelves.
- ☐ Hardware storage racks.
- ☐ Drop boxes.

Merchandising & Film Categories

NOTES

With more than 8,000 titles, it's important to display the tapes in an order that allows customers to easily find what they're looking for and to navigate themselves through the store. It is equally important that you know how to identify the correct location and merchandising guidelines of your product to assist those customers who need help.

Merchandising

All the shelving units in the store are either 3 or 4 feet wide. These shelves are identified as wall and floor units. All tapes must be blocked and striped.

Blocking and Striping

Six tapes of the same title are evenly spaced on a 3-foot fixture and eight tapes of the same title are evenly spaced on a 4-foot fixture. This is called blocking, which gives a customer greater visual impact because of the multiple faces of the same cover box.

Each row of tapes should be lined up vertically with the tapes above and below it. This is called striping. As a CSR, you should make sure tapes are always striped. Pay particular attention to the New Release Wall, which easily gets sloppy because so many customers pick up and handle the tapes there.

All tapes are stored flat against the shelf, except on the bottom 2 rows where they should be set at a 45-degree angle, to increase visibility.

See Figure 2 for a sample of blocking.

LEGEND:

- AA DENOTES NEW (A) NEW RELEASE TITLE
- 1-16 DENOTES (B) SINGLE NEW RELEASE TITLES
- A DENOTES OLDER (A) NEW RELEASE TITLE

AA	AA	AA	AA	AA	AA	AA	AA
AA	AA	AA	AA	AA	AA	AA	AA
AA	AA	AA	AA	AA	AA	AA	AA
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
A	A	A	A	A	A	A	A
A	A	A	A	A	A	A	A
A	A	A	A	A	A	A	A

Figure 2: Sample Blocking Technique

Cover Boxes

There should never be more than 3 tapes behind a cover box (2 tapes is the preferred number).

Cover boxes are the original box a video tape comes in. Hollywood spends a lot of time and money determining how to make these boxes look attractive and appealing to the customer. Often the cover box will convince the customer to rent the movie. It is an important part of the store cleaning process that anytime a cover box is damaged or out of place, you repair it, replace it, or straighten it immediately. See your MOD for details.

Storage Boxes

The actual video tape is stored inside a plastic storage case. Like the cover box, the plastic storage case is subject to wear and tear and should be inspected for damage during the cleaning process and when customers return them. If you notice a cover box is damaged, replace it. See your MOD for details.

Insert

Each storage case has a plastic sleeve which allows a piece of paper to be inserted. This paper is called an insert and is used to identify and describe the movie. It is important for you to know what information can be found on an insert. See Figure 3, which is an example of an insert, and the key below it to learn the information an insert offers.



BLOCKBUSTER VIDEOS
305 SC FEDERAL HWY
DEERFIELD BEACH
DEERFIELD BEACH, FL 33441
(305) 481-1811
04/14/93

[illegible]

THE MEXISTRE Entertainment Corporation, Dallas, Texas 75238

1992 **116 min.** **Color**

[illegible]

31833 57699833

BLOCKBUSTER VIDEO

HERO-1992-DUSTIN HOFFMAN

80 The Starmaker Series: CSR

Spine

NOTES

The spine of the insert shows you what shelf to place the movie on by identifying the title and its correct category. It also contains information you will use as you perform other functions. Figure 4 is an example of the spine of an insert. The key below it explains each piece of information.

A	HERO-1992-DUSTIN HOFFMAN	
	TEMP.CAT.: NEW RELEASE C	
B	CATEGORY: COMEDY COMEDIES	
	RATING: P13 D	RENT CODE: B E COL 51563 F
		G

Figure 4: Sample Spine of an Insert

- A - Movie title
- B - Category
- C - Temporary Category (This is a category created for special merchandising purposes.)
- D - Rating (This is the exact rating given by the Motion Picture Association of America (MPAA).)
- E - Rent Code (This is the rental price of the film.)
- F - Manufacturer's code (This is used for special orders.)
- G - Bar Code (This is used to check film in or out.)



Look at Figure 3 again. This is G on Figure 3.

Film Categorization

BLOCKBUSTER has always been recognized by our customers, and the industry, as the leader in selection. When a customer enters your store they will need to know where to look for their movies.

There are six major film categories in your store and more than 70 subcategories. Each major category has its own color and overhead sign to identify it to our customers. As a CSR your responsibility is to learn all of the categories in your store so you can better assist your customers. Use the following table illustrated in Figure 5 to help you learn the major categories and subcategories in your store, and their abbreviations. The major categories are:

- Action
- Comedy
- Drama
- Family
- Games
- Special Interest

Categories & Subcategories			
Action (ACT)			
007 (007)	Cops & Robbers (COP)	Martial Arts (MAR)	Westerns (WES)
Super Action (ACT)	Kevin Costner (COS)	Mel Gibson (MEL)	Wild Action (WLD)
Adventure (ADV)	Clint Eastwood (EAS)	Sci-Fi (SCI)	Adventure Classics
Arnold Schwarzenegger (ARN)	Harrison Ford (FRD)	War (WAR)	Animation
Humphrey Bogart (BOG)	Gangsters (GAN)	John Wayne (WAY)	Horror Classics
James Cagney (CAG)	Horror (HOR)		
Comedy (COM)			
Classics (CLA)	Musicals (MUC)	Monty Python Players (PYT)	Wild Comedies (WIL)
Comedies (FUN)	Eddie Murphy (MUR)	Romantic Comedies (ROC)	Woody Allen (WOD)
Cary Grant (GRA)	Steve Martin (MRT)	Standup / Comedians (SUP)	Marilyn Monroe
Drama (DRA)			
Classics (CLA)	Foreign (FOR)	Mysteries (MYS)	Romance (ROM)
Bette Davis (DAV)	Katherine Hepburn (HEP)	Romantic Musicals (RMM)	Suspense (SUS)
Dramas (DRM)	Alfred Hitchcock (HIT)	Tearjerkers (ROJ)	Spencer Tracy (TRC)
Epics (EPI)			
Family (FAM)			
Family Favorites (FAV)	Kid's Recommended Viewing (KRV)	Disney Family Favorites	Pre-school
Fairy Tales & Fables (F&F)	Cartoon Classics	Kids New Release	Sing-A-Long
Kids (KID)	Disney Animation	Learning & Discovery	
Games (GAM)			
Nintendo	Sega-Genesis	Super Nintendo	
Special Interest (SPE)			
Arts (ART)	Hobbies (HOB)	Science & Nature (SCI)	Travel (TRA)
Community Service (COM)	Marriage & Children (M&F)	Self Help (SLF)	Documentary
Career & Business (C&B)	Major League Baseball (MAJ)	Sports (SPO)	Music
Exercise (EXE)			

Figure 5: Category Table

Activity

In 20 minutes, complete as many of the daily cleaning duties possible and list the completed items below (have your MOD verify your list and that you satisfactorily completed the tasks):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Answer the following questions.

1. What are movies kept in?

2. What do the cover boxes do for a movie?

3. What does striping mean?

4. List the major categories in a BLOCKBUSTER store and their category codes:

- _____
- _____
- _____
- _____
- _____
- _____

5. Look at the insert illustrated below and identify the following parts (mark the illustration with the corresponding letter):

- Title on both the insert and spine (A)
- Viewing hints (B)
- Barcode (C)
- Store Address (D)
- Synopsis (E)
- Release date (F)
- MPAA rating (G)
- Category and subcategory (H)

BLOCKBUSTER VIDEOS
365 SO FEDERAL HWY.
DEERFIELD BEACH
DEERFIELD BEACH, FL 33441
(305) 481-1811
08/13/92

BLOCKBUSTER VIDEOS
365 SO FEDERAL HWY
DEERFIELD BEACH
DEERFIELD BEACH, FL 33441
(305) 481-1811
08/13/92

31200149618001



®

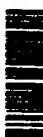
BUTCHER'S WIFE, THE

BLOCKBUSTER
VIDEO

BUTCHER'S WIFE, THE

CATEGORY: COMEDY ROMANTIC COMEDIES
RATING: PG-13
RENT CODE: B
PAR 32312

31200149618001



Featuring: Demi Moore, Jeff
Daniels, Mary Steenburgen,
George Dzundza, Frances Mc-
Dormand, Margaret Colin

Directed by: Terry Hughes

A clairvoyant backwoods wo-
man marries a New York but-
cher and moves to the Big
Apple, where her powers of
ESP affect the love lives
of all the people in her
neighborhood.

If you enjoyed this movie,
may we recommend:

MOONSTRUCK
ABOUT LAST NIGHT...
1991 107 min. Color

PLEASE REWIND AFTER VIEWING
VIEWING HINTS

TAPES MUST BE RETURNED TO LOCATION RENTED

6. Match the code with its subcategory.

WAY _____	a. Suspense
WIL _____	b. Spencer Tracy
KRV _____	c. Community Service
FUN _____	d. Standup/ Comedians
ADV _____	e. Classics
FRD _____	f. John Wayne
ROC _____	g. Comedies
FAV _____	h. Martial Arts
SUS _____	i. Wild Comedies
ROJ _____	j. Kid's Recommended Viewing
HEP _____	k. Adventure
GRA _____	l. Harrison Ford
TRC _____	m. Katherine Hepburn
COM _____	n. Romantic Comedies
WES _____	o. Family Favorites
CLA _____	p. Cary Grant
SUP _____	q. Tearjerkers
MAR _____	r. Westerns

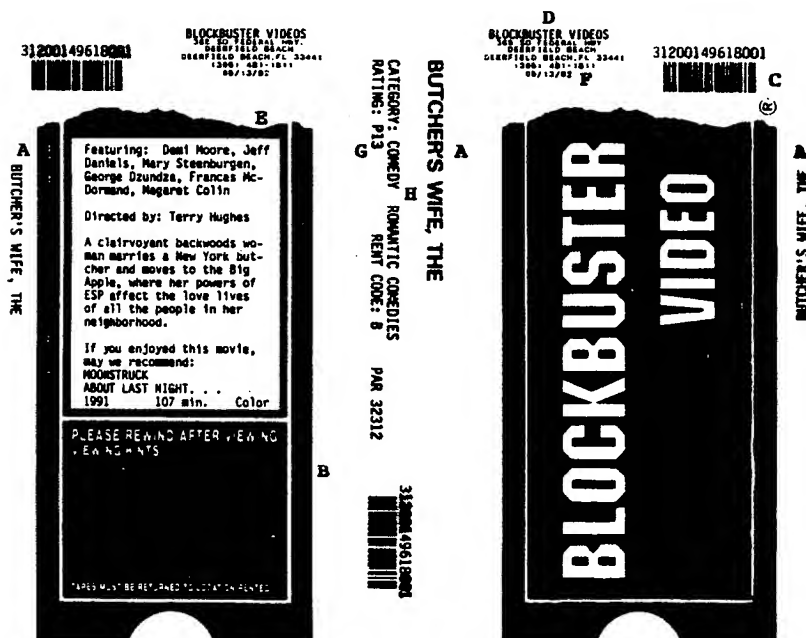
7. Identify the major category for each subcategory listed below:

Kevin Costner	_____
Disney Animation	_____
Travel	_____
Sci-Fi	_____
Steve Martin	_____
Musicals	_____
Epics	_____
Marriage and Children	_____
Standup / Comedians	_____
Romance	_____
Marilyn Monroe	_____
Horror Classics	_____
Sega-Genesis	_____
Gangsters	_____

Activity Answers

NOTES

1. What are movies kept in? plastic storage boxes
2. What do the cover boxes do for a movie?
Because they are attractive and appealing to the customer, they market the movie by enticing the customer to rent it.
3. What does striping mean?
It means that tapes are lined up vertically with the tapes above and below.
4. List the major categories in a BLOCKBUSTER store and their category codes:
 - Action (ACT)
 - Comedy (COM)
 - Drama (DRA)
 - Family (FAM)
 - Games (GAM)
 - Special Interest (SPE)
5. Look at the insert illustrated below and identify the following parts (mark the illustration with the corresponding letter):



NOTES

6. Match the code with its subcategory.

WAY	f. <u>John Wayne</u>
WIL	i. <u>Wild Comedies</u>
KRV	j. <u>Kid's Recommended Viewing</u>
FUN	g. <u>Comedies</u>
ADV	k. <u>Adventure</u>
FRD	l. <u>Harrison Ford</u>
ROC	n. <u>Romantic Comedies</u>
FAV	o. <u>Family Favorites</u>
SUS	a. <u>Suspense</u>
ROJ	q. <u>Tearjerkers</u>
HEP	m. <u>Katherine Hepburn</u>
GRA	p. <u>Cary Grant</u>
TRC	b. <u>Spencer Tracy</u>
COM	c. <u>Community Service</u>
WES	r. <u>Westerns</u>
CLA	e. <u>Classics</u>
SUP	d. <u>Standup / Comedians</u>
MAR	h. <u>Martial Arts</u>

7. Identify the major category for each subcategory listed below:

Kevin Costner	<u>Action</u>
Disney Animation	<u>Family</u>
Travel	<u>Special Interest</u>
Sci-Fi	<u>Action</u>
Steve Martin	<u>Comedy</u>
Musicals	<u>Comedy</u>
Epics	<u>Drama</u>
Marriage and Children	<u>Special Interest</u>
Standup / Comedians	<u>Comedy</u>
Romance	<u>Drama</u>
Marilyn Monroe	<u>Comedy</u>
Horror Classics	<u>Action</u>
Sega-Genesis	<u>Games</u>
Gangsters	<u>Action</u>

Congratulations! You did great!

Now let's get oriented to the store computer system. We'll start by introducing you to the *CSR Menu*.

Your Store System

The 1992 Robert Redford film *Sneakers* is about a group of computer experts who get involved with some illegal computer activity. The more involved they get, the more everything gets out of hand. Yes, as a CSR, you are going to be using a computer -- but your use will be nothing as challenging or questionable as Redford and his hacker friends' computer activities.

Whether you are a computer expert or a first time user, the computer in your store is easy to understand and operate. And it is an important tool for carrying out your role as a CSR. In this section we will introduce you to the *Customer Service Menu*. The *CSR Menu* is where you will process most of your transactions, like: clocking in and out, signing up new members, looking up movie titles, and conducting customer transactions.

Before we begin talking about the *CSR Menu*, let's take a look at the hardware you will use. Figure 6 illustrates your store computer system. The function of each component is discussed on the next page.

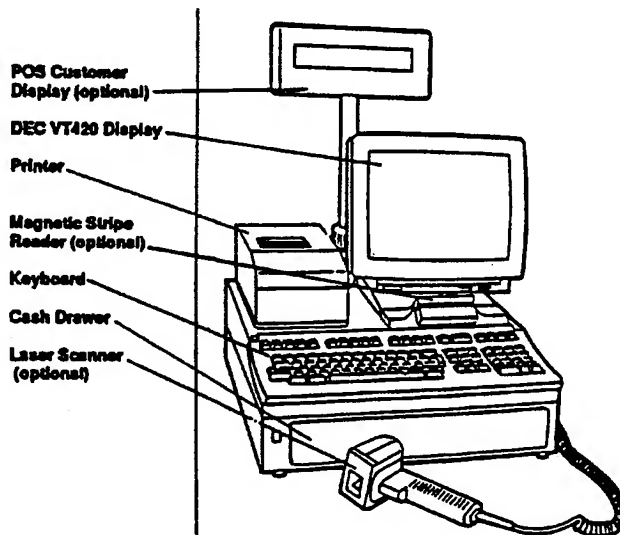


Figure 6: Store System Diagram

Hardware Components

NOTES

- Keyboard
 - This is just like a typewriter; you'll notice that along the top are some function keys to perform special transactions.
- Printer
 - This is used to print customer receipts (receipt printer) and account histories (LA75).
- Screen
 - This is where all the information you access will be displayed.
- Cash Drawer (till)
 - This is where all cash, checks, and credit receipts are kept.
- Laser Scanner
 - This is used to scan barcodes on items, such as membership cards, products, or coupons.
- Terminal Display Pole
 - This will always have a suggestive sale message and will provide payment transaction information.

CSR Menu Overview

The basic menu that contains any program you will need as a CSR is called the CSR Menu. Once your Store Manager has prepared the system for operation each morning, you can access this menu by pressing <PF2>.

Now you will see a set of menu choices. There are four CSR Programs that we're going to talk about now. They are:

- Clock In/Out and Print Time Card
- Film Status
- Point of Sale (POS)
- Customer Maintenance (CUST)

These are the four main menus you will use as a CSR. See Figure 7 for the *CSR Menu Screen*.



You will need to enter your personal ID (this will be assigned to you by your Store Manager) when you go into POS or CUST.

CSR MENU
A. FILM STATUS
B. POINT OF SALE
C. CUSTOMER MAINTENANCE
D. CLOCK IN/OUT AND PRINT TIME CARD
E. ONE DAY LATE REPORT
F. MORE THAN ONE DAY LATE REPORT
G. LETTER GENERATOR
H. CUSTOMER LABELS
I. ACCOUNT MAINTENANCE

Figure 7: CSR Menu

Accessing the CSR Programs

NOTES

Accessing the CSR programs is as easy as selecting the letter of your choice (for example, press A for Film Status), or using the up and down arrows to highlight your choice (then press return).

The computer will prompt you if you make a mistake or if it needs more information. However, the computer displays this information on the screen, so it's important to always watch it and read any prompts.

If you have to leave your computer for any reason (while in POS), you should press the **ID CLEAR** key located on the top row of the keyboard. By pressing this key, you will disable the system from performing any functions under your password. This is important when you have a cash till. It prevents anyone else from tendering transactions on your till.

Accessing Clock in/out and Print Time Card

This program has several functions, but as a CSR you will only use it to clock in and out and to print your time card.

All employees in the store must use the Time Clock in the computer system to register the time they work. The **BLOCKBUSTER** pay period runs from Monday through Sunday and each week the payroll time is automatically polled from the store's computer. For this reason, it is extremely important that the last time you work each week you print a time card, and verify that it is correct. Then, sign it and give it to your MOD.

Clocking In and Out

To clock in:

1. From the *CSR Menu*, choose **Clock in/out and Print Time Card**
 - Type D
 - or
 - Use the arrow keys to highlight **Clock in/out and Print Time Card** and press <ENTER>.
2. Enter your employee number at the prompt.
3. Your entry will be acknowledged and you are officially clocked in (see Figure 8).
4. Press <PF1> to exit back to the main *CSR Menu*.

Follow the same procedure to clock out at the end of your shift and to clock in and out for authorized breaks. It is a good idea for you to keep track of your hours on your own so you can verify your time card at the end of the week.

DATE

TIME

EMPLOYEE == 156

JONES, SALLY

YOU HAVE CLOCKED IN: 12-FEB-1992 10:00

Scan bar code or enter Employee Number:

PF1 - EXIT PF2 - PRINT TIME CARD PF3 - PRINT PREVIOUS TIME CARD

Figure 8: You Have Clocked In Screen

Printing a Time Card

NOTES

To print your time card, first go to a terminal that is attached to a printer. Then follow these procedures:

1. Select D.
2. Instead of entering your employee number, press <PF2> (see Figure 9).
3. Enter your employee number.
4. The computer will now print your time card.



Your social security number will be on your time card. Verify that it is correct. If this number is incorrect it could prevent you from receiving your paycheck in a timely manner.



The time clock uses military time. That means that time is listed by a 24-hour clock rather than by a.m. or p.m. To calculate military time, add 12 to any time after noon. For example, 1 p.m. is 13:00 and 3:30 is 15:30, and so on.

DATE

TIME

TIME CLOCK

Scan bar code or enter Employee Number:

PF1 - EXIT PF2 - PRINT TIME CARD PF3 - PRINT PREVIOUS TIME CARD

Figure 9: Print Time Card Screen

Accessing Film Status

The Film Status program in the *CSR Menu* allows you to look up titles. You can find out all the information necessary about any film in your inventory: price, availability, number of copies etc.

Every title that BLOCKBUSTER carries is listed in the computer. However, not every title that appears in the computer is available in every store. When you search for a title, an * by the title of the film indicates that your store does not carry that title in your store for rent (however, you may be able to special order it to sell).

The Film Status program is designed to give you pricing and availability information on sale copies (new and PVT), information on rental copies (rental category, how many are checked out, when they are due, and the last three customers to rent a particular title).

To access the Film Status program:

1. From the *CSR Menu*, choose **Film Status**
 - Type A
 - or
 - Use the arrow keys to highlight **Film Status** and press **<RETURN>**.
2. At the bottom of the screen, you have four options. The function keys and what they do are listed below:
 - **<PF1>** - **Exit** exits you out of the program.
 - **<PF2>** - **Find** allows you to look for a film by partial title.
 - **<PF3>** - **By Title** allows you to search the film file for a match.
 - **<PF4>** - **By Category** allows you to search for film titles in a category.

The Find command (**<PF2>**) is used most often. When selected, the screen will prompt you for a title. You may enter the complete title or just a portion of it.

Refer to Figure 10 for a *Find Screen*.

NOTES

-----TITLE - ALPHA SEARCH-----

MATCH FOUND ON TOP
THE FOLLOWING FILMS WERE LOCATED

LIST NO.	TITLE	CATEGORY	PART NUMBER	RENTAL AVL.
1).	TOP CAT	FAM/KID/CAT	08205	1
2).	TOP CAT-T.C.'S BACK IN TOWN	FAM/KID/CAT	02619	1
3).	TOP CAT-TOP CAT'S LOVES AND FORTUNES	FAM/KID/CAT	15304	1
4).	TOP GUN	ACT/ADV/GET	17410	6
5).	TOP GUN-THE STORY BEHIND THE STORY	ACT/WAR/DOC	24830	1
6).	TOP GUNS: THE REAL STORY	ACT/WAR/DOC	10832	1
7).	° TOP HAT	COM/MUS/GEN	08207	0
8).	TOP SECRET	COM/SPF/TKE	08208	1
9).	TOPAZ	DRA/MYS/HIT	08209	1
10).	TOPAZE	DRA/LIT/NVS	27862	2

SELECT LIST NUMBER OR ENTER PF KEY TO CONTINUE:

PF1 - EXIT PF2 - NEXT PAGE

ENTER PF1 TO QUIT, OR NUMBER TO SELECT THE PART NUMBER

Figure 10: Alpha Search Find Screen

In this example, an employee pressed PF2 Find and typed in *TOP*. The store system conducted an alpha search for *TOP* and located the films listed. Note that each film title has a line number, category listing, part number, and number of rentals available.

If you need more information on a title, select the line item number. You will see the Rental/Sale Status Screen (refer to Figure 11).

-----RENTAL/SALE STATUS-----

PART NUMBER: 17410
 TITLE: TOP GUN
 CATEGORY: ACTION/ADVENTURE/GET
 TEMPORARY CATEGORY: NONE
 REVENUE DEPARTMENT: 01--FILM
 FORMAT: V--VHS
 LOCATER CODE: -

TYPE	COPY QUANTITIES		TOTAL	PRICE	ON ORDER	RENTS/SALES	
	ON SHELF	OUT				RECENT	TOTAL
RENTAL	8	4	10	B*	-	1	1
NEW TAPES	0	-	-	\$14.85	3	0	1
PVT	1	-	1	9.99*	0	0	0
TOTAL	7	4	11	-	3	1	2

ENTER PF KEY TO CONTINUE:

PF1 - EXIT PF2 - DISPLAY COPY STATUS PF3 - DISPLAY ANOTHER TITLE

PF1 TO EXIT, PF2 TO DISPLAY COPY STATUS OR PF3 TO DISPLAY ANOTHER TITLE

Figure 11: Rental Sale Status Screen

In this example, the employee selected 4. **Top Gun**. The screen shows part number, title, and category location. It also lists availability information for rental, new sale tapes, and PVTs. For these categories it indicates the number of copies currently available on the shelf, the number checked out, the total number of copies, the rental price code and sale prices.

From the *Rental/Sale Status Screen*, you can:

- PF1-Exit to return to the *CSR Menu*.
- PF2-Display Copy Status to get additional information on the title.
- PF3- Display another title to return to the *Rental/Sale Status Screen*.

The *Display Copy Status Screen* (see Figure 12) gives rental information for *each* copy of a particular title: copy number, # of rents, status (checked in / out), date the tape was last rented, and the last three customers to rent that particular copy.

-----COPIES - STATUS-----

FILM TITLE: 17410 TOP GUN
 CATEGORY: ACT/ADV/GET

COPY NUMBER	NUMBER RENTS	STATUS	LAST RENTED	LAST CUSTOMER	SECOND CUSTOMER	THIRD CUSTOMER
001	115	CKOUT	02/09/92	55555-00109	55555-00109	55555-00109
002	119	ONSHelf	01/26/92	55555-05500	55555-19063	55555-13643
003	109	ONSHelf	01/21/92	55555-07911	55555-09863	55555-00932

ENTER PF KEY TO CONTINUE:

PF1 - EXIT PF2 - DISPLAY ANOTHER TITLE

PF1 TO EXIT, PF2 TO DISPLAY ANOTHER TITLE, OR PF3 TO DISPLAY NEXT PAGE

Figure 12: Display Copy Status Screen

All the information presented above has prepared you to handle the most common questions that your customers will ask. They are:

- Do you have the movie ... ?
- When is ... due back?
- Where is ... located?
- How many copies of ... do you have?
- How much does ... cost ?

POS and Customer Maintenance

The Point of Sale and Customer Maintenance programs are the two most comprehensive programs you will use as a CSR.

In the POS program, you will conduct all customer transactions. You will check films in and out, sell films, and look up films. In the Customer Maintenance program you will handle customer information. You will use it to add new members, change customer information, print membership cards, handle lost or stolen cards and anything else that affects a membership account.

These programs are not difficult, but they do require learning a lot of functions. We will give you a brief overview of these functions here. How to perform these functions will be discussed in detail later in this module.

Accessing Point of Sale

To access the Point of Sale program:

1. From the CSR Menu, type **B** or use the arrow key to highlight Point of Sale and press **<RETURN>**.
2. Type your employee ID (your MOD must first assign you to a drawer) and press **<RETURN>**.
3. You will now type your password (which will not appear on the screen) and press **<RETURN>**.

Your name should now appear at the top of the screen as the employee assigned to that drawer. We will discuss checking films in and out and selling films later in this module. To exit the Point of Sale program, type **E** at the enter transaction prompt.

Accessing Customer Maintenance

NOTES

To access the Customer Maintenance program:

1. From the *CSR Menu*, type **C** or use the arrow key to highlight Customer Maintenance and press **return**.
2. Type your employee ID and press **return**.
3. Type your password and press **return**.
4. After you enter your password the *Customer Maintenance Menu* will appear on the screen.

You will learn more about the functions shown on the screen during the Membership Achievement.

Activity

Answer the following questions by filling in the blank or determining whether the statement is true or false.

1. List the four main menus of the *Customer Service Menu*:
 - A. _____
 - B. _____
 - C. _____
 - D. _____
2. If you have to leave your computer for any reason while in POS, you should press _____.
3. Explain why this is important: _____

4. True or False:
 - All employees must use the time clock. _____
 - The BLOCKBUSTER pay period runs from Sunday through Saturday. _____
 - Since the time clock is on computer, you don't need to verify your hours at the end of the week. _____
5. What number must be correct on your time card if you want a paycheck? _____
6. Convert the following to military time:
3:30 p.m. _____
10:00 a.m. _____
7:15 p.m. _____
11:30 p.m. _____
11:30 a.m. _____
7. What program do you use to look for a film? _____

8. Do you need to know the complete title of a film if you use the PF2 Find Command to look for a title? _____

9. In which program do you conduct all customer transactions? _____

10. List the 6 main components of the computer system in your store:

- _____
- _____
- _____
- _____
- _____
- _____

Activity Answers

1. List the four main menus of the *Customer Service Menu*:
 - A. Film Status
 - B. Point of Sale
 - C. Customer Maintenance
 - D. Clock in/out and Print Time Card
2. If you have to leave your computer for any reason while in POS, you should press the ID CLEAR key.
3. Explain why this important: It prevents anyone else from tendering transactions on your till.
4. True or False:
 - All employees must use the time clock. True
 - The BLOCKBUSTER pay period runs from Sunday through Saturday. False
 - Since the time clock is on computer, you don't need to verify your hours at the end of the week. False
5. What number must be correct on your time card if you want a paycheck? social security number
6. Convert the following to military time:

3:30 p.m.	<u>15:30</u>
10:00 a.m.	<u>10:00</u>
7:15 p.m.	<u>19:15</u>
11:30 p.m.	<u>23:30</u>
11:30 a.m.	<u>11:30</u>
7. What program do you use to look for a film? Film Status
8. Do you need to know the complete title of a film if you use the PF2 Find Command to look for a title? No.

9. In which program do you conduct all customer transactions? POS

NOTES

10. List the 6 main components of the computer system in your store:

- Keyboard
- Printer
- Screen
- Cash Drawer
- Laser Scanner
- Terminal Display Pole

Achievement 3 Certification

This is a knowledge-based and skill-based Achievement. Successful completion of Part 1 will illustrate that you have an understanding of this Achievement area. Successful completion of Part 2 will illustrate that you have mastered the skills necessary to be proficient in this Achievement.

Part I

Discuss the following with your Store Manager.

1. Give a brief overview of the primary purpose and/or task you would perform for each area listed below:
 - Entrance
 - Exit
 - Library
 - Sell-thru
 - Counter
 - Kids
2. Pick up a movie off the New Release Wall. Identify and describe the purpose of all 14 identification marks located on a film insert and spine.
3. Point out and describe the function of all six pieces of computer hardware in the counter area.
4. Tell your manager in which *Customer Service Menu* you would perform the following:
 - Clocking in
 - Find the price of a movie
 - Print a time card
 - Determine when a movie was last rented

Part II

NOTES

1. Clock in and out including all non-paid breaks for three days with 100 % accuracy (Print your time card and have your manager review it).
2. Print your time card at the end of your first week. Identify and verify your social security number; then sign it and give it to your manager.
3. Locate the following movies in your store and list the category and subcategory for each. Review the list with your manager.

Dances With Wolves

The Graduate

Star Crazy

Steel Magnolias

Dogfight

Rear Window

West Side Story

Little Mermaid

The Green Berets

4. Merchandise a section of your store using the correct blocking and striping guidelines. Have your Store Manager inspect it when you finish.
5. Your best customer is having a movie marathon weekend and has asked for your help in locating the following movies. He is also interested in buying any movie that is under \$24.95. List the subcategory and price of each. Review the list with your manager.

Alien

Stripes

Godfather II

Somewhere in Time

Benji

The Player

Fantasia

6. Using the *CSR Daily Cleaning Checklist*, perform all 11 tasks and have your manager inspect each.

Case Study

Determine how you would handle the situation below. Tie your answer into *The Golden Rules for a BLOCKBUSTER Experience*.

Your shift ends in ten minutes and your Store Manager told you to make sure you straighten the New Release Wall before you left. A customer asks if you can check the drop box for a copy of *Single White Female*. The store closes in 40 minutes, so you know if you don't finish, the wall won't get straightened. What do you do?

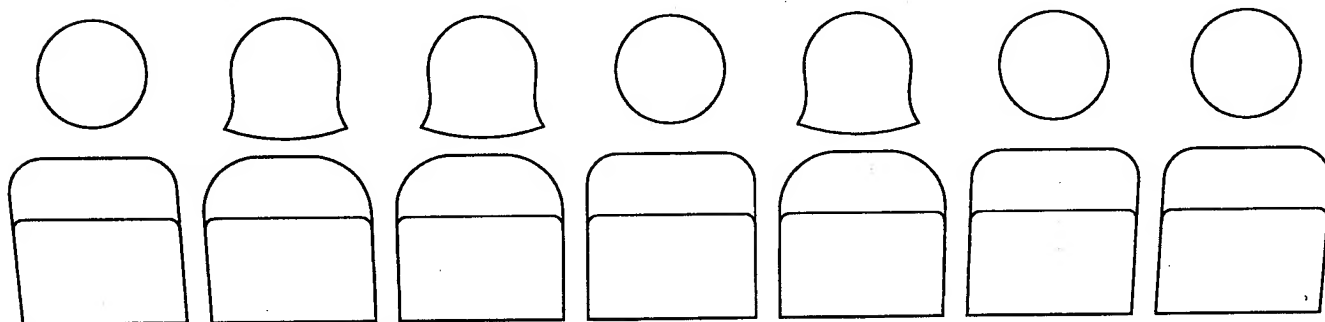
Congratulations! You're certified!

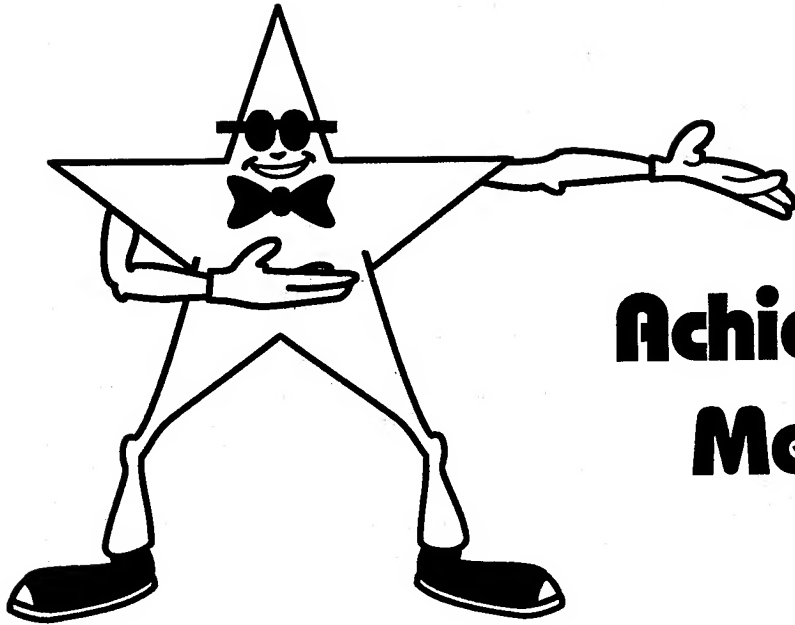
Store Manager Signature: _____

Date: _____

Movie Trivia

3. What 1967 movie, starring David Niven as the aging secret agent, spoofed the James Bond series?





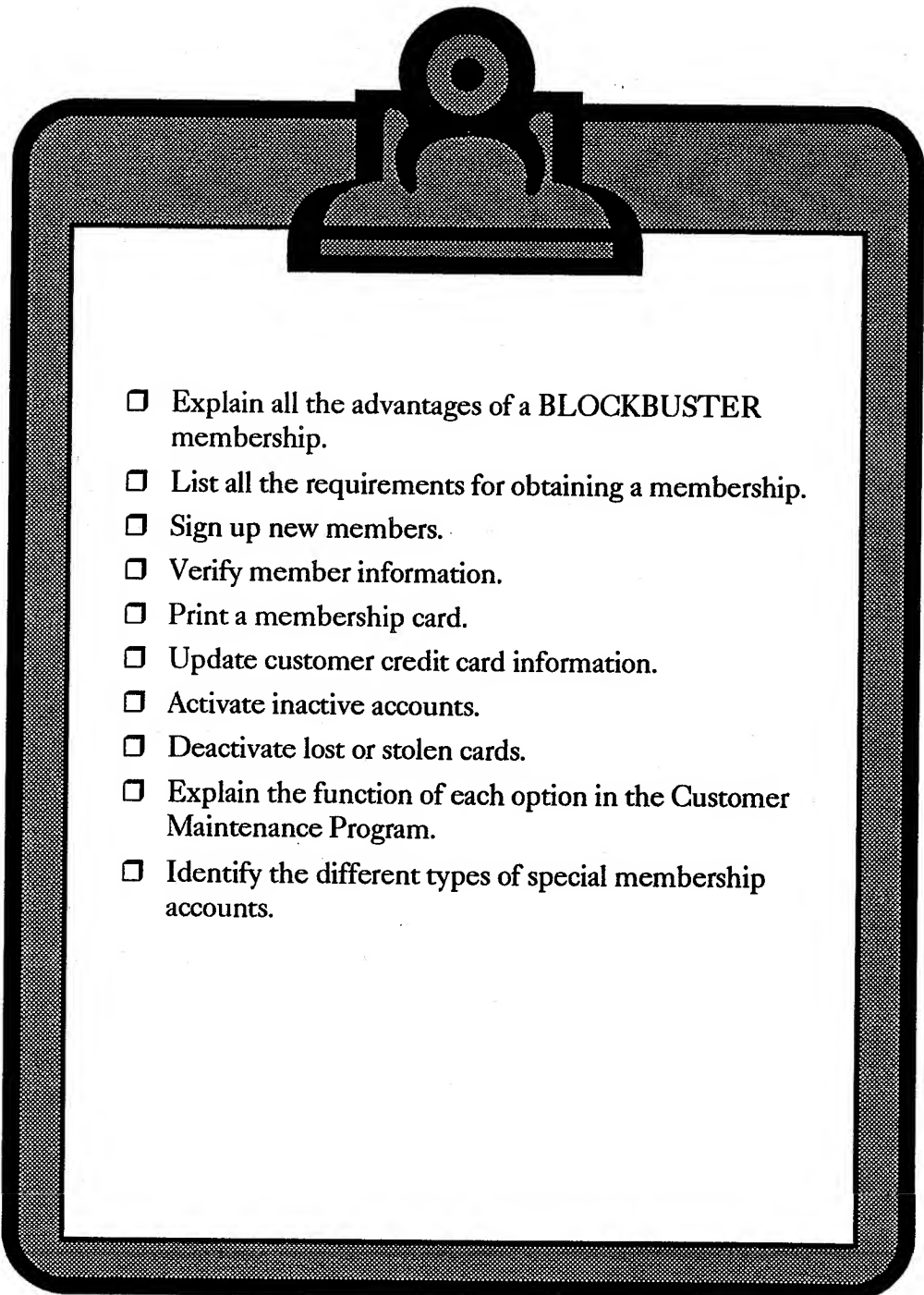
Achievement 4: Memberships

Overview

People have memberships to many organizations for specific reasons. Actors and actresses belong to the *Screen Actors Guild*. This union enables them to develop a network that will hopefully help them land that special role in a movie that will make them a star. When that movie arrives at a BLOCKBUSTER store there are people who want to rent it, but to do so, they need to have a membership. Our membership process is simple and has many positive attributes. In this Achievement you will learn what these attributes are, how to introduce them to your customers, and how to create a membership card.

Learning Objectives

This Achievement contains all of the information you will need to be understand BLOCKBUSTER customer memberships. After completing this Achievement you will be able to:

- 
- ☐ Explain all the advantages of a BLOCKBUSTER membership.
 - ☐ List all the requirements for obtaining a membership.
 - ☐ Sign up new members.
 - ☐ Verify member information.
 - ☐ Print a membership card.
 - ☐ Update customer credit card information.
 - ☐ Activate inactive accounts.
 - ☐ Deactivate lost or stolen cards.
 - ☐ Explain the function of each option in the Customer Maintenance Program.
 - ☐ Identify the different types of special membership accounts.

Signing Up New Members

NOTES

BLOCKBUSTER requires membership for all rental transactions. However, you can sell product to any customer.

Since the majority of our business comes from video rentals, the sign-up of new members is an important process. You must thoroughly understand and implement the philosophies and steps discussed in this section. Everything begins with a membership. For that reason, it is important to realize that you can prevent potential problems by completely explaining BLOCKBUSTER's expectations of its members in addition to the benefits of being a BLOCKBUSTER member.



For example, if a new member understands the three-evening rental policy, they will be less likely to argue the extended viewing fees assessed on their account if they return the tape a day late.

When you greet customers as they come into our store, it will be fairly easy for you to verify whether they need to set up a membership. Most of the time, a potential member will take a few seconds upon entering the store to look around -- either for help or just to see how the store is laid out. Existing customers are familiar with the store layout and usually head right for the shelves to browse for tapes.

When a customer hesitates inside the entrance area or at the check-in area, ask them if they are members as you greet them. If they are not, proceed to sign them up.

You will perform almost all members services, including adding a new member to your store system, in the Customer Maintenance Program. We will look at the commands and functions of the Customer Maintenance Program throughout this Achievement.

To sign up a new member:

1. Inform the customer of the benefits of a membership.
2. Escort the customer to the membership sign-up area.
3. Explain that they need two forms of identification to become a member.
4. Obtain a completed, signed membership application from the customer.
5. Verify information on the membership application.
6. Process the membership application according to procedures for credit card or non-credit card customers.
7. Give the new member a copy of *Membership Terms and Conditions Statement* and orient them to BLOCKBUSTER.
8. Enter the customer information into the computer using the Customer Maintenance Program.

Now, let's look at each step in detail.

Benefits of Membership

NOTES

Step 1: Inform the customer of the benefits of a membership.

Once you understand the attributes of being a BLOCKBUSTER member, you can better explain to your customers that as a member, they can:

- Choose to rent movies from the 8,000 - 10,000 videos available in every store.
- Rent NES, SEGA, and Super Nintendo game cartridges.
- Rent video cassette players and game hardware.
- Check out up to 9 rentals at one time (ask your manager about store-specific limits).
- Rent every day of the year from 10 a.m. to midnight.
- Count on a family selection -- no X- or NC-17-rated films.
- Return rentals at any time of the day using the 24-hour Quik Drop.
- Rent New Releases for two evenings.
- Rent category titles, games, game hardware, and video players for three evenings.
- Easily find films because they are categorized and in proper alphabetical order.
- Easily access the videos off the shelf.
- Extend membership to other BLOCKBUSTER stores with proper ID.
- Special Order sale films and Laser Discs.
- Purchase blank tapes, head cleaners, candy, popcorn, and pizza.
- Pre-pay account to cover children's rentals while the parent is at work, cover future extended viewing fees, and cover the cost of reserve copies of new sale tapes.
- Choose to participate in three BLOCKBUSTER-exclusive programs.
 - Members can choose to restrict their children from renting R-rated movies or movies BLOCKBUSTER has determined contains R-rated-like content by participating in the Youth Restricted Viewing™ program.
 - Members can rent from children's videos that BLOCKBUSTER recommends for children as part of its Kids Recommended Viewing™ program.
 - Members can check out BLOCKBUSTER's Community Service Videos at no charge.

BLOCKBUSTER Exclusives

The Youth Restricted Viewing™ Program

BLOCKBUSTER has a policy of not renting R-rated and 17+ rated videos to children under 17 years of age without parental consent. The 17+ videos are movies that BLOCKBUSTER has determined contain R-rated-like content, and they are identified by a 17+ sticker.

Parent will indicate their preference on the membership application by asking BLOCKBUSTER to either:

- Enforce its Youth Restricted Viewing Program™ with their children.
- Rent R-rated and 17+ rated videos to their children.



You will be able to determine whether a member participates in this program because their membership card will have a YRV sticker on it. It is important to remember that this is a promise we make to our customers. As you know, Golden Rule #2 is *keep your promises*. We will discuss the YRV procedures in detail and how you can keep this promise when we talk about check-outs in the next Achievement.

Kids' Recommended Viewing

BLOCKBUSTER recommends a group of children's films which have a high educational value, a high moral value, or have stood the test of time. Parents can't go wrong with these films.

Community Service Videos

To serve the community, BLOCKBUSTER rents, free of charge, videos that deal with key issues facing today's society. Subjects include drug and alcohol addiction, fire safety, CPR, etc.

Requirements for Membership

Step 2: Escort the customer to the membership sign-up area.

As you escort the customer to the membership sign-up area, explain the requirements for membership. To become a member they:

- Must be 18 years of age.
- Have a primary and secondary form of identification.
- Must have a working home phone if they are a non-credit card customer.

Step 3: Explain that they need two forms of identification to become a member.

Ask them to fill out an application and tell them what identification BLOCKBUSTER accepts as primary and secondary ID. Explain that there is no membership fee if they sign up with a credit card, but there is a \$5 processing fee if they sign up with any other form of secondary ID.

Primary Form of Identification

- Valid driver's license
- Valid state-issued ID
- Valid military ID

Secondary Form of Identification

- Major credit card (Mastercard, VISA, or American Express)
- Voter's registration card
- Department store credit card
- Gas credit card
- AARP card
- Recent utility bill
- Work ID with photo
- Valid vehicle registration
- Long distance calling card
- Passport

Membership Application

Step 4: Obtain a completed, signed membership application from the customer.

Make sure the customer fully completed, signed, and dated the *Membership Application*. See Figure 13 for a completed application.

MEMBERSHIP APPLICATION				BLOCKBUSTER VIDEO	
Must be 18 years of age or older for membership					
(Please Print)					
1. NAME (Last)		(First)		(Initial)	
2. HOME ADDRESS (Street)					
3. (Apt. Unit)					
4. (City)		(State)		5. (Zip)	
6. HOME PHONE					
7. IDENTIFICATION (LICENSE, STATE, OR MILITARY ID)					
8. SOCIAL SECURITY NUMBER (optional)					
9. NAME OF EMPLOYER					
10. WORK PHONE					
11. VISA MASTERCARD AMEX 12. (NUMBER) 13. (EXP. DATE)					
14. If you do not carry one of the credit cards listed above, please enter secondary ID type (i.e. retail credit card, utility statement, etc.)					
A one time processing fee will be charged to your account when using a secondary ID type.					
Type _____ Number _____ Expiration Date _____					
Additional family members authorized by Applicant to rent video tapes, games and related equipment on Blockbuster Membership.					
NAME/SSN	15.	16.	17.	18.	
19. NUMBER OF CARDS REQUESTED _____ (Maximum 3 cards)					
20. BLOCKBUSTER Policy is to refuse rental or sale of "R" and "YRV" rated videos to youths under the age of 17, unless parental consent is given. Please check one of the following:					
☐ A. DO NOT ALLOW children listed on my membership application to rent and buy "R" or "YRV" rated videos.					
☐ B. ALLOW children listed on my membership application to rent and buy "R" or "YRV" rated videos.					
Parent Signature _____					
Applicant acknowledges that he/she has received and read a copy of BLOCKBUSTER's current Terms and Conditions of Membership and agrees that the membership card(s) issued by BLOCKBUSTER Video will be used only as provided in such Terms and Conditions. BLOCKBUSTER reserves the right, at any time and without notice, to amend the Terms and Conditions of Membership. APPLICANT ACKNOWLEDGES AND ACCEPTS FULL RESPONSIBILITY AND GUARANTEES PAYMENT FOR ALL ITEMS RENTED THROUGH THE USE OF THE MEMBERSHIP CARD, WHETHER OR NOT SUCH USE IS AUTHORIZED BY APPLICANT. Applicant agrees that BLOCKBUSTER may pursue all avenues of collection, including use of collection agencies, and authorizes BLOCKBUSTER to prepare and submit credit charge slips using any of the charge cards listed above to recover all charges and other unpaid amounts due to (a) Applicant's failure to timely return all items rented through the use of the membership card, (b) damages to returned items (not to exceed the retail price of the item), and (c) other unpaid charges and reasonable legal fees resulting from the failure to return rented items.					
Applicant Signature _____				Date _____	

Figure 13: Membership Application

Each blank the customer needs to fill out on the membership application is numbered. While some information is obvious, some of the line items need explanation. Let's look at each item.

- 1 Customer's full name (last name, first name).
- 2 Customer's street address -- a Post Office Box address is unacceptable.
- 3 Customer's apartment number, if applicable.
- 4-5 Customer's city, state, and zip code.
- 6 Home phone should include the area code if different from the store's area code.
- 7 Driver's license, state ID, or military ID number -- and the state that issued the ID.
- 8 Social Security Number -- By law, BLOCKBUSTER cannot require this information; however we have it on the application to try to get it. If the customer does not wish to give the number, write "refused" in the blank and ask the customer to initial it.
- 9 Name of the company where the customer is employed. This information is also optional.
- 10 Phone where the customer could be reached at work. It is BLOCKBUSTER's policy not to contact the customer at work except in case of emergency.
- 11-13 Credit Card (VISA, MasterCard, or American Express) -- the customer must give the card number and expiration date.
- 14 Secondary ID -- If the customer does not have one of the cards listed above, or does not wish to leave the information on file, he or she must have another form of identification. *Only your Store Manager can authorize exceptions to the list.*
- 15-18 Additional card members -- If the customer wishes to allow additional family (including spouse and children) or friends to rent on the account, he or she must list those names.
- 19 Number of cards requested -- The customer may have up to three cards printed. However, discourage additional cards because it's difficult to keep track of them.
- 20 YRV consent -- The customer must choose whether or not they wish their children under 17 to be allowed to rent R-rated or 17+ rated videos. Parent must sign.



The customer must read, sign, and date the agreement.

Verifying the Application

Step 5: Verify information on the membership application.

After the customer fills out the application, you need to verify the information for accuracy. You should:

- Make sure the application is legible.
- Compare both IDs to the application.
 - Are the numbers correct?
 - Look the photo ID. Is it the applicant?
- Ensure that the applicant has filled in all required information.



All identification must be in the applicant's name.

Processing the Application

Step 6: Process the membership application according to procedures for credit card and non-credit card customers.

Because the procedures for credit card and non-credit card customers differ, we'll discuss them separately. Credit card customers are customers who provide a VISA, Mastercard, or American Express card as their secondary ID.

Credit Card Customers

To process an application for a credit card customer:

- Return the primary ID to the customer, but retain the credit card. Explain that you will be securing an authorization for the card to check its validity. Assure the customer that nothing is being charged to their card at that time.
- Imprint the credit card on the back of the application.
- Secure an authorization using your manual or electronic credit card authorization system. Ask your MOD to show you how to use the credit card authorization system. Be sure to try twice if necessary.
- Write the authorization code in the approval code space of the *Office Use Only* box in the upper-right corner of the membership application.

If You Received Authorization

If you receive authorization:

- Return the new member's credit card.



Ask your Store Manager if your store experiences excessive loss. If so, you will have to follow the procedures for high-risk stores at this point, which we'll discuss later in this section.

If You Did Not Receive Authorization

If you did not receive authorization:

- Return the new member's credit card and ask for another credit card.
- If the customer does not have a second card, or if you receive no approval code on the second card, ask the customer to follow you to the customer service area (overflow terminal) away from other customers.
- Explain that you cannot authorize the membership because you did not get a credit card authorization. Mention that they can provide another form of secondary ID and pay the processing fee to become a non-credit card customer. If they do this, reflect the changes on the membership application and follow the procedures for non-credit card customers.

Precautions for High-Risk Stores

Ask your Store Manager if your store experiences excessive loss. If so, do the following:

- Call the customer's home phone number.
 - If someone answers, explain that you are calling from BLOCKBUSTER to verify that this is the customer's home.
 - If you get no answer or reach someplace other than the customer's residence, verify the number with the customer and try again.
 - If you get an answering machine, do not leave a message.
 - If you get no answer, call information and ask for the customer's phone number and verify it.
- Deny membership *only* if the customer cannot provide a functioning, connected home telephone number on the second try.
- Approve customers who provide a number that reaches an answering machine, rings but is not answered, or is listed in Directory Assistance.

Non-Credit Card Customers

NOTES

To process an application for a non-credit card customer:

- Explain the following: “We differ from typical retailers because we let our customers “borrow” our product. Therefore, for credit verification, we collect a processing fee from all members who don’t offer a major credit card. We’ll collect it when you rent your first tape.”
- Return ID to the customer. Explain that “We need to verify your home phone number, which we do by calling your number or Directory Assistance.”
- Call the customer’s home phone number.
 - If someone answers, explain that you are calling from BLOCKBUSTER to verify that this is the customer’s home.
 - If you get no answer or reach someplace other than the customer’s residence, verify the number with the customer and try again.
 - If you get an answering machine, do not leave a message.
 - If you get no answer, call information and ask for the customer’s phone number and verify it.
- Deny membership *only* if the customer cannot provide a functioning, connected home telephone number on the second try.
- Approve customers who provide a number that reaches an answering machine, rings but is not answered, or is listed in Directory Assistance.
- Return the new member’s ID.

Orienting a New Member

Step 7: Give the new member a copy of Membership Terms and Conditions Statement and orient them to BLOCKBUSTER.

When you return the customer's identification, give them a *Membership Terms and Conditions Statement* (see Figure 14). Go over the information with them to make sure they understand their membership responsibilities.

TERMS AND CONDITIONS

1. Member must notify their BLOCKBUSTER Video Store(s) immediately by telephone or in writing if their membership card(s) is lost or stolen. Member is responsible for all use of the card prior to BLOCKBUSTER's receipt of written notice of the loss or theft.
2. Failure to notify the issuing store of the loss or theft of your membership card(s) may result in the posting of significant charges to the credit card account which you identify on the application.
3. Any rented item not returned to the proper BLOCKBUSTER store within 15 days after rental may, at the option of BLOCKBUSTER, be converted from a rental to a sale. Member is responsible for the full retail price of the unreturned item plus all rental and extended viewing fees and other related charges arising from the rental prior to the conversion to a sale.
4. Member authorizes BLOCKBUSTER to release information contained in this application or generated by or through the use of the membership cards for account maintenance purposes.
5. Member acknowledges that videos must be returned by midnight the evening they are due to avoid extended viewing fees.
6. Member is responsible for returning rental items to the specific BLOCKBUSTER Video Store where they were rented.

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Figure 14: Membership Terms and Conditions Statement

Orient the new member to:

- Categories of tapes and store layout.
- BLOCKBUSTER-exclusive services.
 - Youth Restricted Viewing Program™
 - Kids Recommended Viewing Program™
 - Community Service Videos
- Two- and three-evening rentals and extended viewing fees.
- Videos and cover boxes.
 - Explain that they should bring the video to the counter and leave the cover box on the shelf.
- Pay procedures
 - Customers pay when they rent, not when they return the tapes.



Ask customer to pick up their card(s) at the check-out area and encourage them to browse. Ask about preferred films and walk the member to the appropriate location. Don't point.

Adding the Member to the System

Step 8: Enter the customer information into the computer using the Customer Maintenance Program.

Access the Customer Maintenance Program

To add the member to the store system:

- Access the Customer Maintenance Program from the *CSR Menu*.
- Type your ID number and press return.
- Type your password and press return. See Figure 15 for the *Customer Program Menu Screen*.

<<< CUSTOMER PROGRAM >>>

COMMAND LIST:

ADD	-- Adds a customer to the database
CARD	-- Generates a customer membership card
DEL	-- Deletes WARNINGS from a customer record*
EXIT	-- Exits CUST program
GET	-- Retrieves and lists a customer record
LOST	-- Defines a customer account as LOST
STATS	-- Displays general information about the Customer Master File*
CHANGE	-- Transfers a customer from old number to new number

ENTER COMMAND: **ADD (R)**

PF1 = Exit PF3 = Last Screen PF4 = Clear Screen

Figure 15: Customer Program Menu Screen

Input the Information

NOTES

From the *Customer Program Menu*:

- Type **ADD** at the *enter command prompt*.
- Input the information from the membership application. (If you make an error, you can edit the file later.)
- The *Add Customer Screen* resembles the membership application and each line is numbered to match the line numbers on the application.
- For non-credit card customers, type **NVG** as the card type in line 11. The computer will automatically add a processing fee to the customer's account. (If the customer has a **BLOCKBUSTER** Membership in their name at another store and doesn't show a credit card as an ID, type **VG** instead and the system will override the processing fee.
- After you finish inputting the information for line 20, the system will pop up a *Retail Info Screen* to prompt you for Customer Type and Taxable/Non-Taxable information. See Figure 16 for the Add Customer screen and pop-up *Retail Info Screen*.

ADD CUSTOMER

[1] NAME	NUMBER:
[2] HOME ADDRESS	[7] IDENTIFICATION (STATE) (#)
[3] (APT/UNIT)	[8] SOCIAL SECURITY
[4] (CITY)	NAME OF EMPLOYER
[6] HOME PHON ()	E

RETAIL INFO

LAST RETAIL DATE	:	E
TOTAL RENTS	:	
ACCOUNT BALANCE	:	
ADDED BY EMPLOYEE	:	

[11] (CARD TY	[21] CUSTOMER TYPE	[13] (EXP. DATE)
NAMES: [16]	[22] TAXABLE	
[19] NUMBER 0	[23] HOLD TYPE	[18]

CUSTOMER NAME--> **HAWKINS, JENNIFER <0>**
press PF3

PF1 = EXIT/NO SAVE PF3 = USE DEFAULTS

Figure 16: Add Customer Screen and Pop-up Retail Info Screen

For new member sign-up, you will only fill in lines 21 and 22 of the Retail Info screen. As a CSR, you are allowed to add only Regular Customers (type R) and Taxable accounts (type T). If you have a customer who should be tax exempt, get your MOD to approve the application and add the customer to the system.

Saving the Information and Printing the Card

- After you have entered all the information from the membership application, the system will prompt you to save the information.
 - Type **Y** to save.
 - Write the membership number that appears in the upper-right corner of the screen in the Number field in the *Office Use Only* box in the upper-right corner of the membership application.
- The system will prompt you to edit the file.
 - Type **N** if the file does not need to be edited.
 - Type **Y** if you made a mistake inputting the information and need to correct it. Enter the line number of the information you wish to edit. Press **<PF1>** to exit and save changes when you are finished editing the file.
- The system will prompt you to print the card.
 - Make sure the membership cards are properly set up in the printer. (Ask your MOD to show you how to do this.)
 - Type **Y** at the "Do you wish to print a card?" prompt (if you press **<RETURN>**, the system accepts your response as No and a card won't print).
- Add YRV Program sticker, if applicable, then laminate the card by placing the card in a plastic cover and feeding it through the lamination machine.
- Initial the *Data Entry By Field* in the *Office Use Only* box in the upper-right corner of the membership application.
- Place application in the "to be verified" drawer.

Helpful Hints

NOTES

- Pressing <RETURN> will allow you to skip any line of information that is optional.
- If the City and State are the same as the store's address, pressing return will add this information by default.
- The 10-key pad on the keyboard is activated in this program and will make entry of numerical information much easier.
- When entering credit card numbers, use a dash between set of numbers (for example, 456-1234-324-987).
- Be sure to enter the name of the issuing state as well as the ID number on line #7 (identification).
- Answer line 20 with either Y or N. (Y = customer's children are permitted to rent R and 17+ videos)

Now that you have a new member signed up, and they are excited about taking a couple of movies home, it's important for you to be aware of first visit rental limits. Let's talk about those next.

First Visit Rental Limits

As a CSR, it is important for you to be aware of the number of rentals and pieces of equipment new members check out on their first visit.

BLOCKBUSTER limits first-time customers based on a store's level of risk and the type of secondary identification the member used to sign up. Ask your MOD about your store's first visit rental limits.

Our discussion is broken into high-risk stores and low-risk stores. Let's look at the limits for high-risk stores first.

High-Risk Stores

If a member used a major credit card as secondary identification to become a member, they:

- Can rent up to four videos or games.
- Can rent one piece of equipment.

If a member did not use a major credit card as secondary identification to become a member (non-credit card member), they:

- Can rent up to four videos or games.
- Cannot rent equipment.

Low-Risk Stores

If a member used a major credit card as secondary identification to become a member, they:

- Can rent up to eight videos or games.
- Can rent one piece of equipment.

The limits for non-credit card members in low risk stores are the same as the limits for non-credit card customers in high-risk stores.



These limits are *only* for the member's first visit.

Final Application Verification

As a double check, all applications are verified prior to filing. When you verify applications, it is your responsibility to make sure that all information on the application was filled in and entered into the computer correctly. Final verification should be done daily, usually as part of the closing duties. (You will learn more about your closing duties as a CSR later in this module.) However, you can verify applications at anytime during the day, which is a good idea, so you won't be rushing at the last minute to complete this task as the store closes.

Make corrections or edits if necessary. Should information be missing on the application, notify the MOD so that they can place the account on HOLD. (Placing an account on HOLD prevents a customer from renting until the problem is resolved.)

To verify membership applications:

1. Take all the applications out of the "to be verified" drawer and place them in numerical order according to membership number.
2. Access the Customer Maintenance Program from the **CSR Menu**.
3. Retrieve the customer's account.
 - Type <<membership number off the application>> and press return.
 - or*
 - Type **GET** <<member's last name>>, <<member's first initial>> (for example, GET SMITH, J.) and press return.
4. Press <PF2> to edit the account.
5. You will be prompted for the line number you wish to edit. Enter the number and the correct information. Continue to enter the number of the line item you wish to edit.
6. Press <PF1> to exit save the information.
7. After you verify the information on the membership application, initial the Data Verification space of the *Office Use Only* box in the upper-right corner of the membership application.



To move from one account to the next, type **N** and press return to go to the next membership account or type **B** and press return to move back to the previous account. For example, if account # 435 was on the screen, **N** would bring up account # 436 and **B** would bring up # 434.

NOTES

All membership applications are kept on file numerically in the office or workroom where they are secure. As a CSR, you are responsible for maintaining customer confidentiality. *All information that a customer gives to BLOCKBUSTER is confidential and must never be given out or misused by any employee.*

Activity

NOTES

Part 1

Some of the following are questions, fill-in-the-blank statements, or true-false statements. Answer them accordingly.

1. What kind of body language might a customer, who is not a member, display as they walk into the store?

2. Do you have to have a membership to purchase product? _____

3. Which BLOCKBUSTER-exclusive program represents a promise we make to our customers, and therefore, should be adhered to as part of the *Golden Rules for a BLOCKBUSTER Experience*?

4. Name the other two BLOCKBUSTER-exclusive programs and describe them.

5. Fill in the blanks to complete the steps you must follow to sign up a new member.
 1. Inform the customer of the _____.
 2. _____ the customer to the membership sign-up area.
 3. Explain that they need _____ to become a member.
 4. Obtain a completed, signed _____ from the customer.
 5. _____ information on the membership application.
 6. Process the _____ according to procedures for credit card or non-credit card customers.
 7. Give the new member a copy of _____ and _____ them to BLOCKBUSTER.
 8. Enter the customer information into the computer using the _____.

6. Name five of the 16 benefits of being a BLOCKBUSTER member that you consider to be the most important.

- _____
- _____
- _____
- _____
- _____

7. Answer true or false. (If false, write the correct answer.)

- To become a member, a customer must be 21 years old. _____
- A passport is a valid form of primary identification. _____
- A major credit card can be either a VISA, Mastercard, or American Express. _____
- Customer must have a working home phone if they are a non-credit card customer. _____

8. Mark the acceptable forms of secondary identification:

Texaco credit card _____	Food Stamp Card _____
Electric bill _____	Voter's Registration _____
Phone bill _____	College photo ID _____
VISA credit card _____	Sears credit card _____

9. List the three acceptable forms of primary identification.

10. What two pieces of information are optional on the Membership Application?

11. How many cards can a member have made? _____.

12. What two things should you do when you verify ID to a membership application?

13. Describe the Youth Restricted Viewing Program™ as you would explain it to a customer: _____

14. Fill in the blanks to complete the following statement. As a *BLOCKBUSTER member you can:*

- Rent every day of the year from _____.
- Count on a family selection -- no _____ films.
- Return rentals at any time of the day using _____.
- Choose to rent movies from the _____ to _____ available in every store.
- Rent _____, _____, and _____ game cartridges.
- Rent video cassette players and _____.
- Check out up to _____ at one time.
- Easily access the _____.
- Extend membership to other _____ with proper ID.
- Special Order _____ and Laser Discs.
- Rent New Releases for _____ evenings.
- Rent category titles, games, game hardware, and video players for _____.
- Easily find films because they are categorized and in _____ order.
- Can choose to restrict their children from renting R-rated movies or movies BLOCKBUSTER has determined contains R-rated-like content by participating in the _____.
- Can rent from children's videos that BLOCKBUSTER _____ for children as part of its Kids Recommended Viewing™ program.
- Can check out BLOCKBUSTER's Community Service Videos _____.
- _____ blank tapes, head cleaners, candy, popcorn, and pizza.
- _____ account in advance to cover children's rentals while the parent is at work, cover future extended viewing fees, and cover the cost of reserve copies of new sale tapes.

15. Describe how you would verify a home phone number for a non-credit card customer or any customer at a high-risk store: _____

16. Briefly summarize each of the six terms and conditions of membership:

- _____

- _____

- _____

- _____

- _____

- _____

17. What program do you access to enter a new member into the database?

- a. Film Status b. Point of Sale c. Customer Maintenance

18. When inputting new member information, press _____ if the member's city, state is the same as the store's.
19. Typing _____ for a non-credit card customer in the card type field will automatically add a one-time processing fee to the account.
20. What is the first visit rental limit for a non-credit card customer at a low-risk store? _____

Part II

1. With your store manager, set up your own membership. Fill out the application, and input the data under the supervision of your manager.
2. Shadow another CSR for five new memberships. Watch your co-worker sign up three new members. Have your co-worker watch you sign up two new members. Use the checklist below for reference.

Checklist for Signing Up a New Member

- ☐ Inform the customer of the benefits of a membership.
- ☐ Escort the customer to the membership sign-up area.
- ☐ Explain that they need two forms of identification to become a member.
- ☐ Obtain a completed, signed membership application from the customer.
- ☐ Verify information on the membership application.
- ☐ Process the membership application according to procedures for credit card or non-credit card customers.
- ☐ Give the new member a copy of *Membership Terms and Conditions Statement* and orient them to BLOCKBUSTER.
- ☐ Enter the customer information into the computer using the Customer Maintenance Program.

Congratulations! You're finished. Now see how you did!
Answers are on the next page.

Activity Answers

NOTES

1. What kind of body language might a customer, who is not a member, display as they walk into the store?

They might hesitate as they enter the store, look around at store layout or for someone to help them.

2. Do you have to have a membership to purchase product? no.

3. Which BLOCKBUSTER-exclusive program represents a promise we make to our customers, and therefore, should be adhered to as part of the *Golden Rules for a BLOCKBUSTER Experience*?

The Youth Restricted Viewing Program™ is a promise we make to our customers. We will not rent videos to anyone under the age of 17 without their parent's consent. As a CSR, it is up to you to keep this promise.

4. Name the other two BLOCKBUSTER-exclusive programs and describe them.

Kids Recommended Viewing -- Tapes designated by a KRV sticker are part of a group of films that BLOCKBUSTER has recommended for children. These films have a high educational value, high moral value, or have stood the test of time.

Community Service Videos -- BLOCKBUSTER offers community service videos to its members free of charge.

5. Fill in the blanks to complete the steps you must follow to sign up a new member.

1. Inform the customer of the benefits of membership.
2. Escort the customer to the membership sign-up area.
3. Explain that they need two forms of identification to become a member.
4. Obtain a completed, signed membership application from the customer.
5. Verify information on the membership application.
6. Process the membership application according to procedures for credit card or non-credit card customers.
7. Give the new member a copy of Membership Terms and Conditions and orient them to BLOCKBUSTER.

8. Enter the customer information into the computer using the Customer Maintenance Program.

6. Name five of the 16 benefits of being a BLOCKBUSTER member that you consider to be the most important.

The 16 benefits are listed below.

- Choose to rent movies from the 8,000 - 10,000 videos available in every store.
- Rent NES, SEGA, and Super Nintendo game cartridges.
- Rent video cassette players and game hardware.
- Check out up to 9 rentals at one time.
- Rent every day of the year from 10 a.m. to midnight.
- Count on a family selection -- no X- or NC-17-rated films.
- Return rentals at any time of the day using the 24-hour Quik Drop.
- Rent New Releases for two evenings.
- Rent category titles, games, game hardware, and video players for three evenings.
- Easily find films because they are categorized and in alphabetical order
- Easily access the videos off the shelf.
- Extend membership to other BLOCKBUSTER stores with proper ID.
- Special Order sale films and Laser Discs.
- Purchase blank tapes, headcleaners, candy, popcorn, and pizza.
- Pre-pay account in advance to cover children's rentals while the parent is at work, cover future extended viewing fees, and cover the cost of reserve copies of new sale tapes.
- Choose to participate in three BLOCKBUSTER-exclusive programs.

7. Answer true or false. (If false, write the correct answer.)

- To become a member, a customer must be 21 years old. False. You must be 18.
- A passport is a valid form of primary identification. False. It is acceptable as secondary ID.
- A major credit card can be either a VISA, Mastercard, or American Express. True.

- Customer must have a working home phone if they are a non-credit card customer. True.

8. Mark the acceptable forms of secondary identification:

Texaco credit card	<u> X </u>	Food Stamp Card	<u> </u>
Electric bill	<u> X </u>	Voter's Registration	<u> X </u>
Phone bill	<u> X </u>	College photo ID	<u> </u>
VISA credit card	<u> X </u>	Sears credit card	<u> X </u>

9. List the three acceptable forms of primary identification.

Valid driver's license, valid state-issued ID, valid military ID

10. What two pieces of information are optional on the Membership Application?

Social security number and employer.

11. How many cards can a member have made? Three.

12. What two things should you do when you verify ID to a membership application?

Ensure that the numbers are correct and that the photo is a picture of the applicant.

13. Describe the Youth Restricted Viewing Program™ as you would explain it to a customer: Make sure your description included the following points:

- BLOCKBUSTER won't rent R-rated or tapes it has determined contain R-rated-like content to family members under 17 without parental consent.
- BLOCKBUSTER identifies the tapes it has determined contain R-rated-like content with a 17+ sticker.
- Parents choose whether they want BLOCKBUSTER to enforce its YRV policy with their children on the application.

14. Fill in the blanks to complete the following statement. *As a BLOCKBUSTER member you can:*

- Rent every day of the year from 10 a.m. to midnight.
- Count on a family selection -- no R-rated or NC-17 films.
- Return rentals at any time of the day using the 24-hour Quik Drop.
- Choose to rent movies from the 8,000 to 10,000 available in every store.
- Rent NES, SEGA, and Super Nintendo game cartridges.
- Rent video cassette players and game hardware.
- Check out up to nine rentals at one time.
- Easily access the tapes off the shelf.
- Extend membership to other BLOCKBUSTER stores with proper ID.
- Special Order sale films and Laser Discs.
- Rent New Releases for two evenings.
- Rent category titles, games, game hardware, and video players for three evenings.
- Easily find films because they are categorized and in alphabetical order.
- Can choose to restrict their children from renting R-rated movies or movies BLOCKBUSTER has determined contains R-rated-like content by participating in the Youth Restricted Viewing Program™.
- Can rent from children's videos that BLOCKBUSTER recommends for children as part of its Kids Recommended Viewing™ program.
- Can check out BLOCKBUSTER's Community Service Videos free of charge.
- Can purchase blank tapes, headcleaners, candy, popcorn, and pizza.
- Can pre-pay account to cover children's rentals while the parent is at work, cover future extended viewing fees, and cover the cost of reserve copies of new sale tapes.

15. Describe how you would verify a home phone number for a non-credit card customer or any customer at a high-risk store:

- Call the customer's home phone number.
 - If someone answers, explain that you are calling from BLOCKBUSTER to verify that this is the customer's home.
 - If you get no answer or reach someplace other than the customer's residence, verify the number with the customer and try again.
 - If you get an answering machine, do not leave a message.
 - If you get no answer, call information and ask for the customer's phone number and verify it.

16. Briefly summarize each of the six terms and conditions of membership:

- Must notify BLOCKBUSTER by phone or in writing if membership card is stolen or lost.
- Failure to notify the company if your card is lost or stolen, may result in charges to the credit card with which you signed up.
- Rentals not returned to the proper BLOCKBUSTER store within 15 days after renting them may be converted to a sale. Member is responsible for the full retail price plus all rental and EV Fees.
- Member authorizes BLOCKBUSTER to release information contained in application or through the use of membership cards for account maintenance purposes.
- Member acknowledges that videos must be returned by midnight the evening they are due to avoid EV Fees.
- Member is responsible for returning videos to the specific location from which they were rented.

17. What program do you access to enter a new member into the database?

- a. Film Status b. Point of Sale c. Customer Maintenance

18. When inputting new member information, press return if the member's city, state is the same as the store's.

19. Typing NVG for a non-credit card customer in the card type field will automatically add a one-time processing fee to the account.
20. What is the first visit rental limit for a non-credit card customer at a low-risk store? New members can rent up to four videos and games, but cannot rent equipment.

You've learned how to sign up a new member, but what do you do when a member's address changes or credit card expires? Let's talk about that next.

Updating Member Information

By year-end, maintaining up-to-date member records will be easy. In the near future, BLOCKBUSTER will use a national database to manage its member files. What does this mean to you? It means that you won't have to add current members to your store system, combine membership cards, or update address information. But, because those are operational issues you may have to deal with until the national database is in place, we'll briefly discuss them here.

Signing Up Current Members (Quick-Add)

At checkout, a customer presents a membership card issued at another BLOCKBUSTER store. The customer insists on being allowed to use the same card at your store. What do you do?

You use the *Quick-Add Form* to add the customer to your store system.



Refer to *Member Services* in the *Daily Operations* volume of the *SOP* for the procedures to quick-add a member to your store.



You will not have to quick-add members when the national database is set up. A customer will be able to use the same membership card at any BLOCKBUSTER store.

Combining Membership Cards

Sometimes members have more than one membership card because they signed up as a new member at two locations. As a customer service, we combine those membership cards so that the member only has to deal with one card.



Refer to *Member Services* in the *Daily Operations* volume of the *SOP* for the procedures to quick-add a member to your store.



You will not have to combine membership cards when the national database is set up. A customer will be able to use the same membership card at any BLOCKBUSTER store.

Updating Member Address Information

It's very important to keep your store's customer database as up-to-date as possible. You need up-to-date address information for account maintenance and marketing purposes.

Do not change any customer information on the system (except credit card expiration date) without using the *Membership Information Change Form*. Fill out the form for the member, then ask the member to sign and date it. We will go into more detail about the *Membership Information Change Form* in the next section.



Refer to *Member Services* in the *Daily Operations* volume of the *SOP* for the procedures to quick-add a member to your store.



You will not have to update member address information when the national database is set up. A customer will be able to use the same membership card at any BLOCKBUSTER store. However, you must update credit card information; we'll talk about that next.

Updating Credit Card Information

When you bring a credit card customer's account current, the system checks to see if their credit card is within 30 days of expiration. If it is, the system asks you if you want to update the information.

When the system alerts you to get new credit card information, explain to the customer that you need to update their member information. Tell them you need a new expiration date for their credit card and ask them if they have their card with them. If they don't, request that they bring the card with them on their next visit. If they do, one of two things will happen:

- The member will give you the new expiration date.
- The member will give you a different credit card to use.

We will discuss the procedures for both scenarios next.

New Expiration Date

If the customer gives you the new expiration date, follow these steps:

1. Verify the expiration date by inspecting the credit card.
2. Update the store system.
 - At the *edit credit card information (Y/N) (N)* prompt, type **Y**.
 - At the *enter credit card type* prompt, enter credit card type.
 - At the *enter credit card number* prompt, type the credit card number.
 - At the *enter expiration date (MM/YY)*, type expiration month/year.
 - At the *Is the above information correct (Y/N) (N)?* prompt, type **Y**.
3. Return credit card to customer, thank them, and tell them the system has been updated.
4. File the *Membership Information Change Form* with the customer's original *Membership Application Form*.



Always verify the expiration date by actually looking at the card. Do not change an expiration date without seeing the card and verifying the account number.

A Different Credit Card

A customer may want to change credit card information if the card expires or for any other reason. For any credit card information change (other than the expiration date), follow these steps:

1. Fill out a *Membership Information Change Form* for the customer. Be sure to list the new credit card type and number in the *Update/Replace Credit Card* section (see Figure 17.)
2. Verify the expiration date and credit card number by inspecting the credit card. Imprint the card on the form.
3. Secure authorization using your manual or electronic credit card authorization system. Be sure to try twice, if necessary.
4. Write the authorization code and your initials in the upper-right corner of the *Membership Information Change Form*.
5. If you do not receive an approval code:
 - Ask for another credit card and try to secure an authorization.
 - If the customer does not have a second card or if you receive no approval code on the second card, ask the customer to follow you to the customer service area (overflow terminal) away from other customers. Explain that they can continue their membership, but not as a credit card customer because you did not get an approval code during credit verification.
6. Return all credit cards to the customer.
7. Offer to convert the member to a non-credit card membership.
8. Ask the customer to verify and sign the form. Ask if they have memberships at other BLOCKBUSTER locations that need to be updated. If so, note the locations on the back of the change form.
9. Update the customer's account in the store system.
10. Call other BLOCKBUSTER stores where customer is a member and inform them of the change.
11. File the signed and completed *Membership Information Change Form* with the customer's original membership application in the Membership Application File.

The final two sections of this Achievement deal with additional member services and the command options in the Customer Maintenance Program. Let's talk about additional member services next.

BACKHOUSTER VIDEO

STORE USE ONLY	
EMPLOYEE INITIALS NUMBER, AND DATE	STORE _____

MEMBER INFORMATION CHANGE

MEMBER NAME	LAST	FIRST	M.I.	MEMBER NUMBER
CHANGED INFORMATION				
NAME CHANGE				
1 LAST FIRST M.I.				
2 STREET				
3 APARTMENT NUMBER				
4 CITY STATE				
5 ZIP CODE				
6 AREA CODE				
7 HOME PHONE				
8 AREA CODE				
9 STATE NUMBER				
10 REPLACE CHECK				
11 CARD TYPE APPROVAL NUMBER				
12 CARD NUMBER				
13 EXPIRATION DATE				
14 LIST ALL APPROVED NAMES				
15 ADDITIONAL NUMBER OF CARDS REQUESTED				
16 ADDITIONAL CARDS				
PREVIOUS CARD # NEW CARD #				
LOST CARD				
OTHER				

MEMBER SIGNATURE _____ DATE _____

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Figure 17: Membership Information Change Form

Other Member Services

As a CSR, customers will approach you with questions or special circumstances and need your assistance. A customer may report a lost or stolen card, or you may have a teacher approach you who wants to open a special school account. It's important for you to be introduced to these two scenarios and how to handle them because then you will be better able to assist your customer. In addition to signing up members, some common member services you will provide include:

- Deactivating Lost/Stolen Cards
- Setting Up Special Accounts

Deactivating Lost/Stolen Cards

When a customer reports a lost or stolen membership card, you must act immediately. The responsibility of a member who loses their membership for whatever reason, according to the *Membership Terms and Conditions Statement*, is to notify BLOCKBUSTER. Your responsibility then, is to follow through and deactivate the card.

The customer is financially responsible for all activity on the account, so it must be deactivated as soon as we are notified of the loss or theft. To deactivate a lost or stolen membership card:

1. When a customer reports a lost/stolen card over the phone, get their name and address.
2. Get your MOD to put the customer account on HOLD and place a warning on the account. This will prevent anyone from renting on the account until the primary member can come into the store.
3. When the customer comes into the store, bring the account current (if customer had called prior to coming into the store and your MOD put the account on HOLD, you'll have to get your MOD to remove the HOLD.)
 - Access the Point of Sale Program from the *CSR Menu*.
 - Type **GET** <<customer's last name>>, <<customer's first initial>> and press <RETURN>.



You can bring up a customer's record using the GET command in the Customer Maintenance Program and the Point of Sale Program. However, you need to access the account from Point of Sale in case you need to tender a transaction for an outstanding balance.

4. Collect any outstanding balance.
5. Verify that customer is the primary member (ask for a driver's license or other picture ID).



If the customer is not the primary cardholder, contact your MOD.

6. Complete a *Membership Information Change Form*.
 - Fill in previous card number in the Lost Card space.
 - Have the customer sign and date the form.
7. Access the Customer Maintenance Program from the *CSR Menu*.
 - Select **LOST** and enter the number of the missing card.
 - Verify the number against the customer's account information.
8. The system assigns the customer a new number.
9. Update any out-of-date customer information (address, phone, etc.).
10. Print and laminate new card(s).
11. Explain that any old cards are no longer valid.
12. Ask if old card was valid at any other BLOCKBUSTER stores. If so, contact those stores and inform them of the change. (You won't have to perform this step when the national database is in place.)
13. Attach the *Membership Information Change Form* to the original membership application in the Membership Application File.



If the customer was Quick-Add to your store system, you need to delete them from your store system, then add them as a new member. Again, when the national database is in place, you won't have to do this. If you have to handle this situation before then, ask your MOD for assistance.

Special Accounts

In addition to our regular members' accounts, BLOCKBUSTER supports several types of special membership accounts. They are:

- School
- VIP
- Employee
- NTAX

Although you won't set up these membership accounts, it's important for you to know a little about them. Let's briefly discuss each account.

School Membership Account

Your MOD will set up this account, but it must first be approved by your RDO. The properties of this account are:

- Free rentals.
- A 10% - 15% discount on sale product.
- Normal EV Fees.

VIP Membership Account

The properties of this membership account are the same as the School membership Account. Your MOD will set up this account, but it must first be approved by your Zone Vice President.

Employee Membership Account

Your Store Manager will set up this account. The properties of this account are:

- \$1.50 film rentals (see your *Employee Handbook*).
- Sales discount.

Non-taxable (NTAX) Membership Account

NOTES

Your MOD will set up this account. The properties of this account are:

- Normal rentals.
- No taxes charged.
- Normal EV Fees.

Other Customer Commands

You've learned about the ADD, GET, and LOST commands of the Customer Maintenance Program. Let's look at the other options you will use as a CSR:

- CARD
 - This command allows you to print cards for any customer already in the computer database. When you use this command, the screen will prompt you for the member number you wish to print. To protect our members, make sure you ask for photo ID to verify the identification of anyone who requests a card.
- EXIT
 - This command (or <PF1>) exits you from the Customer Maintenance Program and takes you back to the *CSR Menu*.

Activity

Some of the following are questions, fill-in-the-blank statements, or true-false statements. Answer them accordingly.

1. Match the command to its description:

- | | | |
|------|-------|--|
| NVG | _____ | a. Moves forward to the next account. |
| CARD | _____ | b. Retrieves customer record. |
| GET | _____ | c. Charges processing fee upon first rental. |
| N | _____ | d. Prints membership card. |
| ADD | _____ | e. Returns you to <i>CSR Menu</i> . |
| LOST | _____ | f. Moves back to previous account. |
| EXIT | _____ | g. Allows you to add member to database. |
| B | _____ | h. Allows you to process stolen/lost card. |

2. Answer true or false.

- After a member signs up with a credit card, you never have to update credit card information again. _____
- You can set up a school membership account. _____
- You only need the customer's last name when you use the GET command to pull up their record. _____
- Your MOD puts HOLDS on accounts. _____
- You must collect any outstanding balance when you deactivate a lost or stolen membership card. _____

3. Name the four types of special membership accounts that BLOCKBUSTER supports.

- _____
- _____
- _____
- _____

4. What is the first thing you should do when a customer gives you a new expiration date?

5. What form needs to be filled out when you update credit card information? _____
6. Where do you file it? _____
7. What do you type when using the GET command? _____

8. What three members services will the national database take care of for you?
 - _____
 - _____
 - _____
9. What is the *Quick-Add Form* used for? _____
10. How will you know that you need to update a credit card expiration date? _____

11. What should you do to protect your customer until they come into the store if they call you and report a stolen card?

12. What are the properties of a school membership account?
 - _____
 - _____
 - _____

That's it! See how you did. The answers are on the next page.

Activity Answers

1. Match the command to its description:

- | | |
|------|---|
| NVG | c. <u>Charges processing fee upon first rental.</u> |
| CARD | d. <u>Prints membership card.</u> |
| GET | b. <u>Retrieves customer record.</u> |
| N | a. <u>Moves forward to the next account.</u> |
| ADD | g. <u>Allows you to add member to database.</u> |
| LOST | h. <u>Allows you to process stolen/lost card.</u> |
| EXIT | e. <u>Returns you to CSR Menu.</u> |
| B | f. <u>Moves back to previous account.</u> |

2. Answer true or false.

- After a member signs up with a credit card, you never have to update credit card information again. False, you need first initials also.
- As a CSR, you can set up a school membership account. False
- You only need the customer's last name when you use the GET command to pull up their record. True
- Your MOD puts HOLDS on accounts. True
- You must collect any outstanding balance when you deactivate a lost or stolen membership card. _____

3. Name the four types of special membership accounts that BLOCKBUSTER supports.

- School
- VIP
- Employee
- NTAX

4. What is the first thing you should do when a customer gives you a new expiration date? Ask for the credit card and verify it.

5. What form needs to be filled out when you update credit card information? Membership Information Change Form
6. Where do you file it? With the original membership application.
7. What do you type when using the GET command?
GET <<customer's last name>>, <<customer's first initial>>
8. What three member services will the national database take care of for you?
 - Adding existing customers to your store.
 - Combining membership cards
 - Updating customer address information.
9. What is the Quick-Add form used for? To add an existing member form another store to your store.
10. How will you know that you need to update a credit card expiration date? The system will prompt you.
11. What should you do to protect your customer if they call you and report a stolen card?
Ask your MOD to put their account on HOLD until they come into the store.
12. What are the properties of a school membership account?
 - Free rentals
 - Sales discount
 - Normal extended viewing fees

Achievement 4 Certification

Part I

This is a skill-based Achievement. Successful completion will illustrate that you have mastered the skills necessary to be proficient in this area.

Read the scenario below and proceed according to the directions that follow.

1. Your manager is a customer who approaches you and wishes to become a member.
 - Explain the benefits of being a BLOCKBUSTER member.
 - Explain the YRV program.
 - Orient the new member to your store.
2. Sign up five new members and have your manager perform final verification of the application.

Case Study

NOTES

Determine how you would handle the situation below. Tie your answer into the *Golden Rules for a BLOCKBUSTER Experience*.

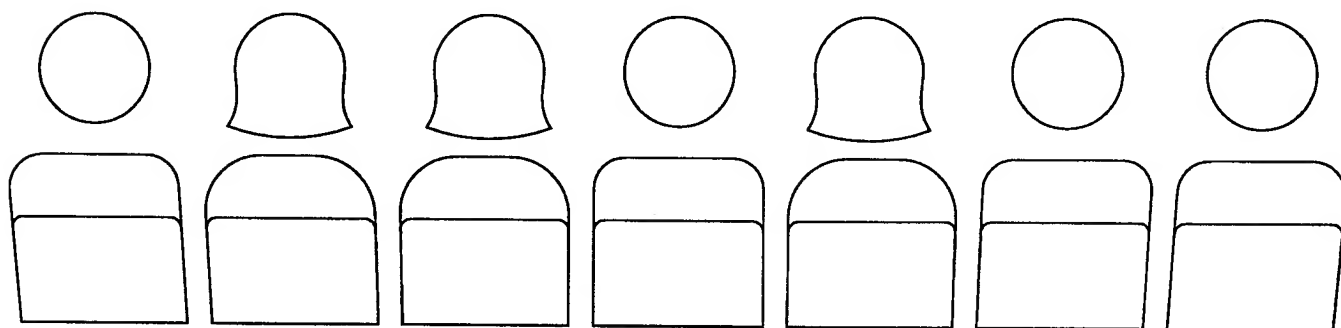
1. Your MOD asked you to replace the two-evening inserts of 30 new releases. You've started the task and the phone rings. As you answer the phone, you see a customer walk in and hesitate. You have inserts to replace, a customer who wants to know if you have a copy of *Eraserhead*, and a customer who is standing at the entrance area looking around. What do you do?
2. A customer gets defensive when you ask for updated credit card expiration information. A line is forming, you're tired, and the customer who is second in line is getting anxious. what do you do?

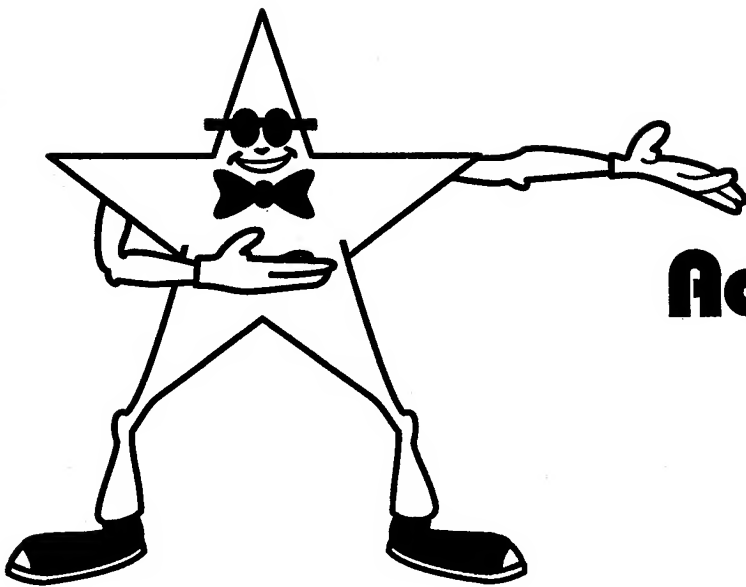
Congratulations!!!!!!

Store Manager: _____

Date: _____

4. What nutty 1976 comedy paired Gene Wilder, Richard Pryor, and Jill Clayburgh in the story of a murder plot aboard a cross-country train ride?





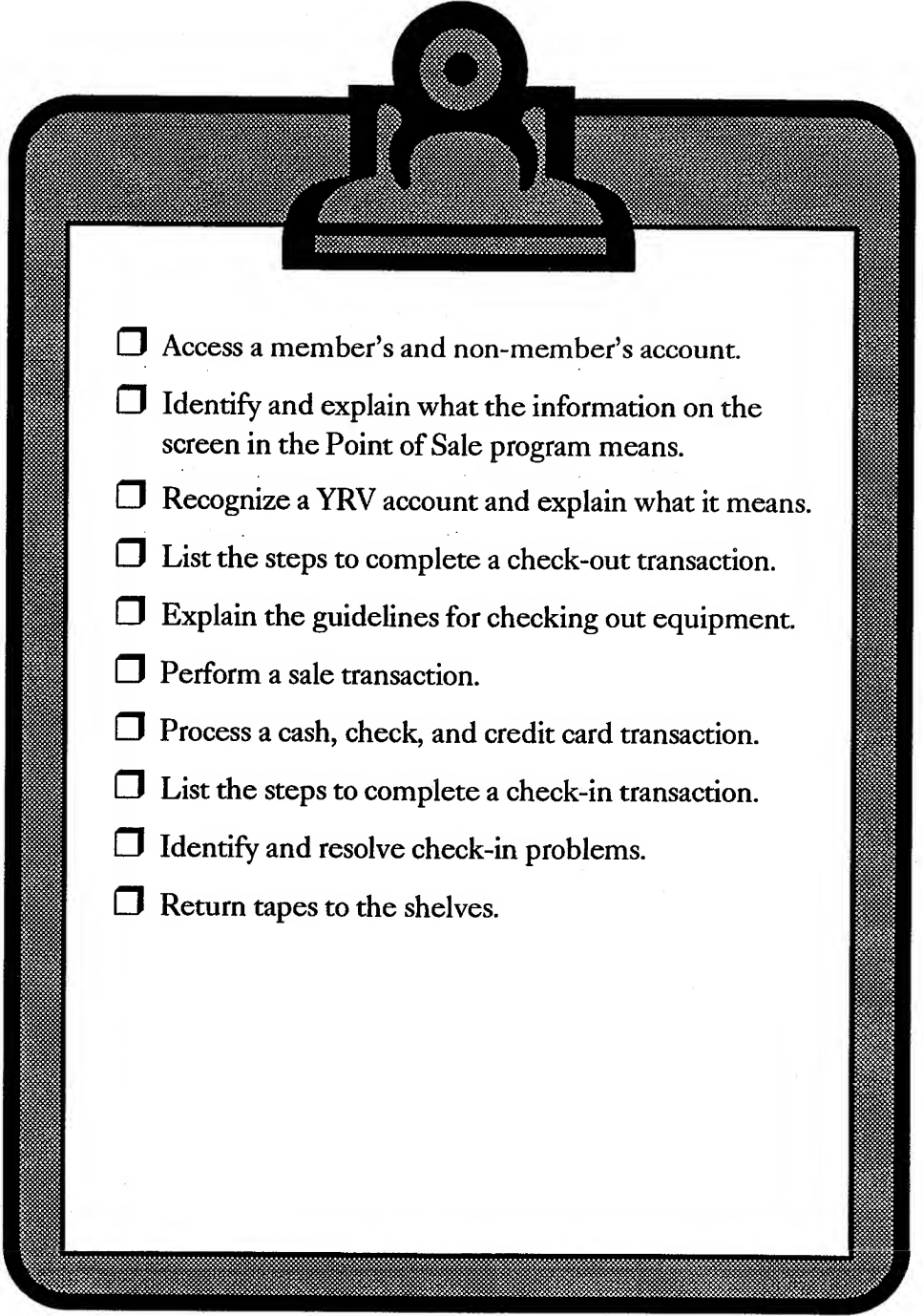
Achievement 5: Check-ins & Check-outs

Overview

You have done such a great job getting our customers excited about being at BLOCKBUSTER that they have taken everything in sight up to the counter! They have their movie, popcorn, candy, and they want to buy the newest Disney title for their kids. There is only one slight problem, how do we get them home? It is time to learn how to check in, check out, and sell product to our customers.

Learning Objectives

This Achievement contains all of the information you will need to check-in and check-out customers. After you complete this Achievement you will be able to:

- 
- ☐ Access a member's and non-member's account.
 - ☐ Identify and explain what the information on the screen in the Point of Sale program means.
 - ☐ Recognize a YRV account and explain what it means.
 - ☐ List the steps to complete a check-out transaction.
 - ☐ Explain the guidelines for checking out equipment.
 - ☐ Perform a sale transaction.
 - ☐ Process a cash, check, and credit card transaction.
 - ☐ List the steps to complete a check-in transaction.
 - ☐ Identify and resolve check-in problems.
 - ☐ Return tapes to the shelves.

Check-In

When customers return their rentals, they must be checked in and returned to the shelves as quickly as possible. Many customer will return tapes by leaving them at the main counter inside the store. However, every BLOCKBUSTER has a Quik Drop box, which allows customers to return their rentals without coming inside. A number of our stores also have a curbside Quik Drop box, which allows customers to return their rentals without leaving the car.

Check-in Basics — The Four W's

What It Is

Check-in is the process of entering rental items back into out store's physical inventory after customers return them to the store.

When and Where It Happens

Check-in occurs at the check-in counter after customers return their rentals by leaving them at the main counter inside the store, or dropping them in the Quik Drop box outside the store. Check-in is something you should do frequently throughout the day.

Why It Is Important

Check-in is important because it:

- Ensures our customers the best selection of merchandise.
- Controls inventory.

Now that you've learned the what, when, where, and why of check-in, let's talk about how to check-in.

Four-step Check-in Process

There are four steps to checking-in. they are:

1. Retrieve
2. Inspect
3. Check-in
4. Return

Step 1

Retrieve the item.

Retrieve rentals as quickly as possible from the return area or drop box. The longer an item sits in the return area, the fewer customers can see it and rent it. If you let them pile up, you will have a lot of tapes sitting in the check-in area to be returned to the shelves. This will cause one of two things to happen:

- Your customers won't be able to find what they are looking for.
- Customers will gather around the check-in area instead of walking through the store.
 - As we discussed earlier in this module, this can be frustrating for the customers looking through the tapes, as well as for the customers who may be in line.
 - If a customer sees a tape on the counter that they want, quite often, they will pick it up and walk over to check-out. This can represent a loss of potential revenue for your store. Maybe the customer would have picked up more than one tape if he walked through the Library and around the New Release Wall. Or maybe, he would have been more likely to make an impulse purchase.

Step 2

NOTES

Inspect the item.

Look for the following:

- Does the rental belong to your store and not another BLOCKBUSTER store?
- Is the correct film/game title in the correct movie storage case?
- Is the rental in good condition?
- Are inserts, labels, or tags defaced or torn?
- Are parts missing or broken?
- Are films rewound?
- Has the rental been flagged for a change (i.e., no longer needs two evening rental insert, is no longer a temporary category, etc.)?
- If the tape is part of a multi-volume set, are all volumes present?
- Is the tape/game in the storage case properly? Cases should not bulge or flex.

When inspecting equipment, also ask yourself:

- Are all parts there (cables, lens covers, cases, etc.)?
- Has the customer left one of their personal tapes or games in the player?
- Does the equipment need service?

Step 3

Check-in the item.

To check in a tape:

1. Press <F10> (the check-in function key).
2. Scan barcode. (If you are scanning several rentals, you don't need to press <F10> each time.)
3. Look at the screen to verify that the rental is checked in.
4. If the tape is late, EV Fees will be automatically added.



If you are checking in rentals from the Quik Drop box, use the DROP command instead of <F10>. If you are checking in a tape from another store, continue to check it in. It will show up on a report that details tapes returned to the wrong store.

When checking items in, following these guidelines:

- Listen for system beeps. They are your first indicator of problems.
- Watch the screen. If there is a problem, it will show up there.
- Make sure you are logged on correctly with your employee ID.
- Make sure you are using the assigned check-in station.
- Scan each item.
- DO NOT leave product sitting on the service counter.

Beep Beep!

Every time you scan a tape during check-in (or check-out), you will hear a beep. This comes from the scanner. One beep confirms a proper read. Three beeps lets you know that the computer did not recognize the barcode scanned.

The store system will also beep at you during check-in to alert you to potential concerns, such as late tapes being check in.

Step 4

NOTES

Return the rentals to the shelf.

Make sure the item is returned to its proper place in the store. Place it for maximum presentation. If your store has multiple copies of the item, be sure to block them.

If you can't find the coverbox in the appropriate section, don't put the film back. Alert the MOD; the film could have been moved to a different section, or could be in need of a new coverbox.

Group checked in films alphabetically by title and return tapes by section. Always give priority to the New Releases.

Solving Check-in Problems

A problem check-in refers to any rentals that cannot be checked in normally. This can be caused by many things, including: a damaged insert, missing inventory, or an improper check-out.

Let's look at some common check-in problems and how to handle them:

Rental was returned to wrong location.

If customer is in store, remind them that items must be returned to rental location. Ask customer to return item to originating store. If the customer is not in store:

1. Notify originating store.
2. Note time of call, person contacted, name and part number of item, and customer's name.
3. Make arrangements for originating store to pick up item before the end of the day.
4. Store item in the designated drawer of the shipping area of the manager's workstation.

To help prevent this problem from occurring, explain return policy to customers as they are signing up for membership and stress this policy to existing and Quik-Add members at check-out.

Customer returned personal tape/game in BLOCKBUSTER storage case OR storage case is empty.

DO NOT check in the rental. If customer is still in store, explain what happened and give them back the storage case and contents. Ask customer to return the correct item in the case.

If customer has left, print account history and put it with the item. Call customer before 9 p.m. and tell them what happened. Explain that EV Fees will accrue until the item is returned. Write date, time, & initials on account history. Store item in a safe place until it is picked up. Follow up daily.

Item is recognized as not in inventory.

System receives the item as *Known Shrink Check-in*. The store system removed the item from inventory because it was more than 15 days past due or lost in last physical inventory. Notify your MOD.

Item is recognized as not checked out.

Notify your MOD.

Film is obviously damaged (tamper sticker damaged, storage box damaged).

Repair or fix the problem. Contact customer and ask if there was any problem with the rental. Notify your MOD and explain the problem.

One film of multi-volume set is missing.

DO NOT check in tapes. Check store for the missing tape, but if it isn't found, treat situation as a personal tape returned in a BLOCKBUSTER case.

Tape not rewound.

If customer is still in store, remind them to rewind their tapes. Rewind tape.

Activity

NOTES

Part 1

Answer the following questions.

1. What is the four-step check-in process?

1. _____
2. _____
3. _____
4. _____

2. What should you do if a tape was wrongly returned to your store and the customer is not in the store?

3. What should you do if you check-in a tape and the store system recognizes it as not checked out?

4. What are the two commands you can use to check in tapes?

Part II

Check in 25 rentals and three VCPs or game players. Use the Check-in Checklist illustrated below until you're comfortable with the procedures.

Check-in Checklist

Inspect Item

- ☐ Does the item belong to your store and not another BLOCKBUSTER store?
- ☐ Is the correct film/game title in the correct movie storage case?
- ☐ Is the item in good condition?
- ☐ Are inserts, labels, or tags defaced or torn?
- ☐ Are parts missing or broken?
- ☐ Are films rewound?
- ☐ Has the item been flagged for a change (i.e., no longer needs two-evening rental insert, is no longer in a temporary category, etc.)?
- ☐ If the tape is part of a multi-volume set, are all volumes present?
- ☐ Is the tape/game in the storage case properly? Cases should not bulge or flex.

When inspecting equipment, also ask yourself:

- ☐ Are all parts there (cables, lens covers, cases, etc.)?
- ☐ Has the customer left one of their personal tapes or games in the player?
- ☐ Does the item need service?

Check-in the Item

- ☐ Listen for system beeps. They are the first indicator of problems.
- ☐ Watch the screen. If there is a problem, it will show up here.
- ☐ Make sure you are logged on correctly with your employee ID.
- ☐ Make sure you are using the assigned check-in station.
- ☐ Scan each item.

Activity Answers

NOTES

Part 1

1. What is the four-step check-in process?
 1. Retrieve.
 2. Inspect.
 3. Check-in.
 4. Return.

2. What should you do if a tape was wrongly returned to your store and the customer is not in the store?
 1. Notify originating store.
 2. Note time of call, person contacted, name and part number of item, and customer's name.
 3. Make arrangements for originating store to pick up item before the end of the day.
 4. Store item in the designated drawer of the shipping area of the manager's workstation.

3. What should you do if you check-in a tape and the store system recognizes it as not checked out?

If the customer is in the store, ask if they remember who checked the rental out. Notify your MOD.

4. What are the two commands you can use to check in tapes?

<F10> or DROP.

Check-Outs

Check-out is the function in the store system that registers everything that goes out of the store. When an item is checked out, the store system shows that it is no longer in our physical inventory. Checking out rentals and selling product are both check-outs because the system registers that the product has left our store.

Check-out Basics — The Four W's

When and Where it Happens

The check-out process begins when the customer approaches the check-out counter with their selected merchandise, and ends when the customer leaves the store with their merchandise.

Who Can Check Out Merchandise

Anyone can check out items from our stores: that is, anyone can *buy* merchandise. But only BLOCKBUSTER members can rent.

To rent any item, the customer must:

- Be a primary cardholder or authorized account user.
- Pay any outstanding balance.
- Have their BLOCKBUSTER membership card or proper photo ID.
- Be of proper age/authorization to rent R-rated or unrated items that contain R-rated-like content. Specifically, they must be at least 17 years old or authorized by their parent to rent R-rated or 17+ videos.
- Not exceed the nine-rental limit, including any currently rented videos.
- Not have a HOLD on their account.

Why Check-out is Important

Check-out is important for two main reasons:

- It enables our customers to rent or buy our product.
- It tracks our inventory.

Specifically, check-out tracks our merchandise by recording:

- What inventory left the store.
- When it left the store.
- When should it be returned (rentals).
- Who bought/rented it.

Now that you've learned the when, where, who, and why of check-out, let's talk about how to check out a customer.

Checking Out a Customer

Check-outs are processed in the Point of Sale Program. To check out a customer, you must perform the following steps:

1. Greet customer and ask for membership card.
2. Bring customer's account current.
3. Verify account information.
4. Inspect all items to be checked-out.
5. Suggestively sell according to suggestive sell message.
6. Scan barcodes.
7. If YRV warning appears, verify customer's age.
8. Tell customer what their balance comes to and tender the transaction.
9. Remind customer of rental due dates.
10. Set items on the counter beyond the security system.
11. Thank the customer and give them a copy of *BLOCKBUSTER News and Previews* (while supplies last).

Although the check-out process consists of 11 steps, it's generally a very quick procedure. Let's look at each step in detail.

Step 1

Greet customer and ask for membership card.

You've already learned the importance of greeting your customer. It makes them feel welcome and appreciated. A simple "Hi. Did you find everything you were looking for?" is a great way to start the check-out process. If the customer says "yes," you've started the check-out process in a positive, friendly manner. If the customer says "no," you can assist them with whatever they need.

If your customer does not have their membership card with them, ask for a photo ID. If your customer is not a member but wishes to rent, sign them up as a new member.



If customer is not a member but doesn't wish to become a member, they cannot rent. However, they can purchase product. We'll discuss selling product to non-members later in this module.

Step 2

Bring customer's account current.

You cannot begin a transaction until you access the customer's account. There are three ways to bring an account current. You can:

- Manually type in the customer's membership number.
- Look up the customer's name in the computer using the GET command.
- Scan the barcode on the customer's membership card.



When we talked about how to deactivate a stolen or lost membership card in the last Achievement, you learned how to bring an account current by manually typing the customer's member number. Therefore, we'll talk about scanning a membership card and using the GET command here.

Using the GET Command

NOTES

If the customer does not have his/her membership card, ask for other proof of ID such as a driver's license. Then, bring the account current using the GET command. Customer names will appear on a line item list with their membership numbers and addresses (see Figure 18). Select the line number of the customer account you want to bring current.

GET CUSTOMER

Match found on ANDREWS, C

Cust #:	Customer Name:	Customer Address 1:
1). 2-99999-24654	Andrews, Charles	2318 Tropical Trail
2). 2-99999-12543	Barton, Ashley	231 Linden
3). 2-99999-64789	Carson, Nancy	908 Northwest Fwy.
4). 2-99999-00345	Edwards, Cameron	951 Gibraltar Rd.
5). 2-99999-43123	Franklin, James	105 Falcon Lane

GET CMD:

PF1 - EXITPF3 - CONTINUE SEARCH

Figure 18: GET Customer Screen

Scanning the Membership Card

The most common way to bring an account current is to scan the customer's membership card. To scan a membership card, scan the barcode on the back of the card with the laser gun by squeezing the handle of the gun and aiming its barrel at the barcode. You will know it scanned properly when you see a green laser, hear a beep, and see the customer's account appear on the screen. For an illustration of an account brought current, refer to Figure 19.

Drawer 1: CSR NAME 1	
3	BROWN, DENISE 2
MC 12/94	REGULAR CUSTOMER TAXABLE 4 9087 CHERRY CIRCLE
Anniv. Date 06/15/89 10 Rents - 52	Dallas, TX 75230 11
Restricted Rentals (R. 17+) Allowed	12 (H) (713) 733-0201 (W) (713) 531-7743
Lauren Michael	13 Last Activity 09/15/92
	14 Films Currently Checked Out - 2
	TX 1234543265 17
Customer #: 29999900019	0.00 16 Due: 09/16/92 15
Suggestive Sale Message (displayed when customer is brought current)	
ENTER TRANSACTION -->	
CURRENT ID: CSR NAME	

Figure 19: Account Brought Current

Once you've scanned the membership card and the customer's account appears on the screen, return the card to the customer. Then, quickly verify the account information.

Step 3

Verify the account information.

Before you check out the rentals or sale items, there are three things you need to verify. They are:

- The member's name.
- Any outstanding balance.
- Credit card expiration date, if applicable.
- Past-due rentals

The Member's Name

This may seem like common sense, but it's important to mention here. Look at the customer and then look at the member's name on the screen.

Does the name match the gender of the person?

- For example, if the name on the screen reads Mary Smith and a man presented the membership card, you need to determine if Mary has additional cardmembers on her account.
 - If she does, say to the customer, "And your name is..." The customer will tell you his name and if he is a cardmember on Mary's account you have established a friendly rapport to begin talking about the movie, etc.
 - If she doesn't, or if he isn't a cardmember listed on her account, say "I will begin your transaction in just a moment, I just want to give Mary a call so she can verify that she'd like you to rent these tonight." Then, call Mary.

By looking at the member's name and the customer, you acknowledge the customer and protect our members. If the name matches the gender of the person, it's still a great idea to acknowledge the customer by name. It makes the customer feel good, and if you're not dealing with the primary cardholder, they'll be happy to tell you. For example, if you say "Are you Mary? The customer will either say, "Yes, I am" or "No, I'm ..." Either way, you make the customer feel appreciated by taking the time to learn their name.

Remember *Golden Rule #2: Treat your customers like guests?* By greeting them as they enter, assisting them on the sales floor, and acknowledging them by name at the check-out counter, you will help ensure they have a BLOCKBUSTER Experience!

Outstanding Balances

If the customer owes a balance, we cannot rent additional tapes to them until the balance is paid. If your customer has an outstanding balance, politely say "Are you aware you have a balance on your account of <<amount due>>?"

Your customer will probably react in one of three ways:

- The customer will say something like, "Yes, I know" and you can proceed with the transaction.
- The customer will say something like, "No. I didn't know that. What's it from?"
 - To determine what rentals were returned late and therefore accrued EV Fees, access the customer's history. To do so, type SHIST <<number of days>> at the *enter transaction* prompt. If you type SHIST0, the you will get a screen history for yesterday. If you type SHIST10, you will get a screen history for the last 11 days. (It's important to type the number of days' history you want because otherwise you will get the customer's complete history.)
 - Tell the customer which tapes were returned late. The customer may say something like, "Oh, yeah. Okay," and you can proceed with the transaction.
- The customer will say something like, "No that's wrong. I know I don't have a balance."
 - Access the customer's account history. If, after you explain what the balance is from and the customer still disputes it, you should ask the customer to move over to the manager's area (the overflow terminal) and ask the employee who performs account maintenance in your store, or the MOD, for assistance.



If you type HIST <<number of days>> instead of SHIST, the customer's history will print.

Credit Card Expiration Date

In the last Achievement, we talked about how to update credit card information. During check-out, if the system prompts you to update credit card information, ask the customer if they have their card with them; if so, update the information. If the customer does not have their card, ask them to bring it with them on their next visit.

Past-due Rentals

If you see that a customer has past-due rentals, remind them of the due date.

Step 4

Inspect all items to be checked out.

This is just plain good customer service. By inspecting all items you are checking-out, you help ensure the customer will not have a problem when they get home. Inspect items by ensuring that:

- The storage case contains the correct film or game. If the titles are the same on the outside of the box and on the tape, it is the correct tape.
- All items of a multiple tape set belong to the set you're inspecting.
- Games have their instruction booklets.
- Items are not damaged.
- The film is completely rewound.

If you come across a problem, explain it to the customer and solve it so the customer leaves with what they wanted and with the product in good condition.

Step 5

Suggestively sell according to the suggestive sell message.

Your manager programs a suggestive sales message which is located on the screen. Use the message to suggestively sell your customer. Check-out is a great opportunity for you to tell the customer about an upcoming Disney release and sales promotion, for example, or a new marketing promotion they can get if they rent an additional video.

Step 6

Scan barcodes.

Scan the barcode (printed by BLOCKBUSTER) or UPC (printed by a manufacturer) on each item you are checking out. The product and its price plus tax will register on the store system. If the wand isn't reading the barcode, enter the barcode number (number may consist of letters and numbers).

On sell-thru or rental equipment, the location of the barcode may vary from product to product and store to store. You'll have to look around the packaging to find the barcode. On rental film, however, the barcode location will always been the same — on the tape's spine and on the upper corners on the tape's front and back. See Figure 20 for a sample BLOCKBUSTER barcode and Figure 21 for a sample UPC barcode.



Figure 20: Sample BLOCKBUSTER Barcode



Figure 21: Sample UPC Barcode

Step 7

NOTES

If YRV warning appears, verify customer's age.

After scanning rental tapes, you may see the film title flashing and the message: *RESTRICTED FILM has been checked-out.*

This message means that the film is either a YRV or 17+ title and the customer wants BLOCKBUSTER to enforce its YRV policy. If you get this flashing message, it means that the account is YRV-restricted and the screen says *Restricted Rentals NOT ALLOWED*. It is your responsibility to make sure that the customer renting the film is at least 17 years of age. This is a promise we make to our customers, and to ensure your customer, in this case the parent on the account, has a BLOCKBUSTER Experience, you need to keep that promise. Therefore, if you're unsure about the customer's age, you **MUST** ask for ID.

Specifically, if you scan a rental while checking a customer out and the title flashes as a restricted title, do the following:

1. Look at the customer. Actually, look up from the screen and look at the customer.
 - If the customer is the primary cardholder, or a family member who is older than 17, you are establishing eye contact and presenting a friendly image.
 - If the customer appears to be younger than 17, explain that there is a restriction on the account and you need ID to verify that they are at least 17 so they can rent the movies.
2. Look at the ID.
 - If the customer is 17 or older, thank them and continue with the check-out.
 - If the customer is younger than 17, explain that their parent set up the account so that they could not rent R-rated or YRV movies. Suggest another title, or suggest that they browse for another movie in which they are interested. Ask your MOD for assistance to credit the transaction and check in the tape.

What If...

The customer cannot prove his/her age?

Notify the MOD, and if there is a line, explain to the next customer that you will be with them momentarily. If possible, ask another CSR to open up and take the next customer.

The customer is under 17 but insists parent told them to rent the film?

Call the parent and explain that you are calling because they set up the account as a YRV-restricted account. Ask the parent if their child is renting the film based on their instructions. (If the parent is waiting in the car, send the child out to get the parent.)

Sometimes a parent may get upset by what they perceive to be an inconvenience, or maybe they forgot that they restricted the account. In either case, if you explain that you are keeping BLOCKBUSTER's promise to them to restrict the account, they will understand.

Step 8

Tell customer what their balance comes to and tender the transaction.

When you are finished scanning all product, tell the customer what they owe. For example, say something like, "Ms. Brown, that comes to \$6.46."

Then, tender the transaction. This means, take payment for the product and cash out the customer. The balance due is calculated each time an item is scanned. When you have scanned all items, enter the media type and the amount of payment. Specifically:

- At the enter transaction prompt, type <<media type>> (or appropriate function key) and <<payment amount>>.
- Press <RETURN>.
- If the customer gave you more than the amount due, the screen will show you change due.



For example, type CASH 10.00 at the enter transaction prompt.

See Figure 22 for a sample screen.

NOTES

Drawer 1: SMITH, JOHN (6)

BROWN, DENISE

MC 12/93 Regular Account Taxable 9087 CHERRY CIRCLE
Anniv. Date 06/21/89 Rents - 12 DALLAS, TX 75239
Restricted Rentals (R, 17+) Allowed (H)(214)637-3923 (W)(214)787-4839
Lauren 17 Last Activity 02/13/92
Michael 12 Films Currently Checked Out - 2
Customer #:29999900019 5.48 TX01112222 Due : 02/15/92

ENTER TRANSACTION -? CASH 10.00 (R)

Current ID: SMITH, JOHN

Amount Due

Figure 22: Cashed Out Screen

BLOCKBUSTER accepts the following media types for payment the keyboard function key for each is listed in parentheses):

- Cash (DO)
- Visa (<F18>)
- MasterCard (<F19>)
- American Express (<F17>)
- Check (<F20>)
- BLOCKBUSTER Gift Certificates (<HELP>)

After you process the payment, the account balance returns to \$0.00 and the receipt screen is displayed (see Figure 23). The receipt screen includes the amount due, what the customer paid, the change due and the receipt number.

```

Drawer 1: JONES, JOHN
ENTER TRANSACTION -? CASH 10.00 <R>

Prior Balance.....$ 0.00
Total-Tax Rate (.0000).....$ 0.00
Total-Tax Rate (.0800).....$ 6.00
Total-Tax Rate (.0800).....$ 0.00
Tax.....$ .48
Grand Total.....$ 6.48
Tendered (CASH ).....$ 10.00

Change Due.....$ 3.52
Cust # - 29999900019 - BROWN, DENISE - Balance $ 0.00

Receipt number - RECEIPT 004 <R>
ENTER TRANSACTION -?

```

← Receipt #

Figure 23: Receipt Screen

A receipt number is assigned to every check-out transaction. After a transaction is complete, the amount tendered and change due are displayed on the screen. The receipt number is displayed at the bottom of the screen. Normally a receipt is not printed for rental transactions. To print a receipt for a transaction just completed, press the receipt function key (<F6>) and press <RETURN>. The receipt will automatically print. If there is not a printer attached to the terminal, you may print the receipt at another terminal by pressing the <F6>, the receipt number, and return.



We will go into detail about how to tender cash, credit card, check, and gift certificate transactions in the next section.

Step 9

Remind customer of rental due dates.

When you finish cashing out the transaction, remind the customer of the due dates of their rentals. Pay particular attention to 2-evening and 3-evening rentals.



"Patriot Games is due on Monday before midnight, and Batman Returns is due on Tuesday before midnight, Mrs. Harris."

Step 10

NOTES

Set items on the counter beyond the security system.

The counter area is set up so that you can turn around and place the movies on the counter beyond the security area. Your customer will pick up the movies on their way out (offer bags only to customers who rent three or more videos or during inclement weather).

Step 11

Thank the customer and give them a copy of BLOCKBUSTER News and Previews (while supplies last).

This is your last chance to ensure that your customer had a BLOCKBUSTER Experience. Offer a sincere thank you and a smile. Tell them you hope they enjoy their movies.

Make your best attempt to not let the customer leave empty handed! If a customer does not find what he/she was looking for, offer to search the drop box, suggest another title, or call another BLOCKBUSTER store to see if they have what the customer wants. If you still can't get that special tape, at least give them a copy of *News and Previews* and thank them for coming in.

Customer Service Reminders

In one word, how do you feel when you stand in a long line at the bank? Use another word to describe how you feel about poor service at the post office. We do not want any of our customers feeling either way when checking out at a BLOCKBUSTER Video Store! We want them to feel like guests!

To help make check-out a positive experience, don't let check-out lines form. We don't want our customers waiting in long check-out lines. If there are three or more people waiting at a register, alert the MOD. The MOD will then open another station.

If you do all of the check-out steps correctly, check-out will be a success and the customer will leave having a BLOCKBUSTER Experience!

Special Check-outs

We have talked about how to perform check-out for the most common customer situation: a customer wishes to rent movies or games or buy product. But, what do you do when a customer who is not a member wishes to purchase product, or a customer wishes to rent equipment? Let's talk about that here.

Processing Non-Member Transactions

If after you greet the customer and ask for membership card, the customer tells you they are not a member and wish only to buy merchandise, perform the following:

- Type NM at the enter transaction prompt
- Press <RETURN>.
- Inspect item to be purchased.
- Scan barcode.
- Tell customer what their balance comes to and tender the transaction.
- Give them their receipt.
- Thank the customer.

Checking Out Equipment

If a customer rents equipment, the customer may have to leave a deposit. Ask your manager if a deposit is required in your store. The deposit, if necessary, may be different for the video cassette player than it is for the game equipment. After you greet the customer, ask for their membership card, and scan their membership card:

1. Verify the account information and check whether the customer has an outstanding balance.
2. Complete an *Equipment Rental Agreement* with the customer . (If game equipment is being rented, also prepare the *Game Equipment Checklist* and ask the customer to sign it.)
 - Request customer's driver's license.
 - Verify identification and record license number on *Equipment Rental Agreement*.

NOTES

3. Go through the *Game Equipment Checklist* and check equipment for damage (loose cables, broken buttons, etc.) and missing parts on the equipment.
 - If the unit is defective, rent a different unit to the customer and tell your manager about the defective equipment.
4. Make sure the customer signs the bottom of both the *Equipment Rental Agreement* and the *Game Equipment Checklist*.
5. Collect the deposit (credit card or cash), if applicable.
 - If the customer uses a credit card, DO NOT charge the card, but make sure you get authorization and complete a charge slip. (DO NOT have the customer sign it).
6. Attach check/credit card slip/cash to the *Equipment Rental Agreement*, and *Game Equipment Checklist*.
7. Scan the barcode on the equipment and any other product.
8. Tell customer what their balance comes to and tender the transaction.
9. Remind customer of due dates.
10. Set items on the counter beyond the security system.
11. Thank customer.
12. Give the attached payment, *Agreement*, and *Checklist* to MOD to store in the safe.



If a deposit was given for the equipment, remind the customer to pick up their deposit when they return the equipment.

Activity

NOTES

Read each scenario below and answer the questions that follow:

1. A customer steps up to the check-out counter to buy a PVT, but informs you that he forgot his membership card at home.

How should you respond? _____

2. You've just scanned a YRV rental tape.

What will you see on the screen that indicates that the film is YRV?

What should you do when a customer wishes to rent a YRV? _____

NOTES

3. A customer wishes to rent a Nintendo player.

Describe each step in the check-out process from beginning to end.

[illegible]

4. You have just scanned a customer membership card and notice that the customer has a balance of \$3.18.

How should you respond?

[illegible]

5. List the procedures that should be followed when a customer checks out a tape:
 1. _____ customer and ask for _____.
 2. Bring _____.
 3. Verify _____ information.
 4. _____ all items to be checked-out.
 5. _____ according to suggestive sell message.
 6. Scan _____.
 7. If YRV warning appears, verify customer's _____.
 8. Tell customer what their _____ comes to and tender the transaction.
 9. Remind customer of rental _____.
 10. Set items on the counter beyond the _____.
 11. _____ the customer and give them a copy of *BLOCKBUSTER News and Previews* (while supplies last).
6. A customer wants to rent an R-rated movie on a YRV-restricted account. You ask for ID but the customer doesn't have any. What should you do?

7. List the three ways a customer's account can be brought current:

8. What three things should you verify on an account before you check out rentals or sales items? _____

9. What would you do if a woman gives you a membership card in the name of John Williams? _____

10. What five things should you check for when you inspect items during check-out?

11. Which Golden Rule does enforcing YRV correlate to and what does that mean for you?

12. What should you do if a customer under the age of 17 is trying to rent an R-rated movie on a YRV-restricted account?

13. What should you do if, in the scenario in the question above, the customer insists that their parent told them to rent the film?

14. What six types of media does BLOCKBUSTER accept for payment?

15. Who can check-out rentals? _____

See how you've done. The answers are on the next page.

Activity Answers

1. A customer steps up to the check-out counter to buy a PVT, but informs you that he forgot his membership card at home.

How should you respond?

Ask for a photo ID and use the GET command to look up account.

2. You've just scanned a YRV rental tape.

What will you see on the screen that indicates that the film is YRV?

The film title will be flashing and you will see the message
Restricted Film Being Checked Out.

What should you do when a customer wishes to rent a YRV? Look at the customer to determine if the customer is under 17 or not. If unsure, explain that the account is YRV-restricted and ask for ID.

3. A customer wishes to rent a Nintendo player.

Describe each step in the check-out process.

1. Verify the account information and check whether the customer has an outstanding balance.
2. Complete an *Equipment Rental Agreement* with the customer (If game equipment is being rented also prepare the *Game Equipment Checklist* and ask the customer to sign it).
3. Go through the *Game Equipment Checklist* and check equipment for damage (loose cables, broken buttons, etc.) and missing parts on the equipment.
4. Make sure the customer signs the bottom of both the *Equipment Rental Agreement* and the *Game Equipment Checklist*.
5. Collect the deposit (check, credit card, or cash), if applicable.
6. Attach check/credit card slip/cash to the *Equipment Rental Agreement*, and *Game Equipment Checklist*.
7. Scan the barcode on the equipment and any other product.
8. Tell customer what their balance comes to and tender the transaction.
9. Remind customer of due dates.
10. Set items on the counter beyond the security system

11. Thank customer.
12. Give the attached payment, Agreement, and Checklist to MOD to store in the safe.

4. You have just scanned a customer membership card and notice that the customer has a balance of \$3.18.

How should you respond?

Ask, "Are you aware that there is a balance of \$3.18 on your account?" If customer questions the balance, run a SHIST to determine what rental the charges are from.

5. List the procedures that should be followed when a customer checks out a tape:

1. Greet customer and ask for membership card.
2. Bring customer's account current.
3. Verify account information.
4. Inspect all items to be checked-out.
5. Suggestively sell according to suggestive sell message.
6. Scan barcodes.
7. If YRV warning appears, verify customer's age.
8. Tell customer what their balance comes to and tender the transaction.
9. Remind customer of rental due dates.
10. Set items on the counter beyond the security system.
11. Thank the customer and give them a copy of BLOCKBUSTER News and Previews (while supplies last).

6. A customer wants to rent an R-rated movie on a YRV-restricted account. You ask for ID but the customer doesn't have any. What should you do? Notify your MOD.

7. List the three ways a customer's account can be brought current:

- Manually by typing the account number.
- Using the GET command.
- Scanning the membership card.

8. What three things should you verify on an account before you check out rentals or sales items? The member's name, any outstanding balance, and credit card expiration date.
9. What would you do if a woman gives you a membership card in the name of John Williams? Say "And you are..." Check the account to determine if person is listed as an additional cardmember.
10. What five things should you check for when you inspect items during check-out?
 - Storage case contains the right film or game.
 - All items of a multiple set belong to the set you're looking at.
 - Games have their instruction booklets.
 - Items are not damaged.
 - Film is completely rewound.
11. Which Golden Rule does enforcing YRV correlate to and what does that mean for you?
 - YRV is a promise BLOCKBUSTER makes to its customers. It correlates to Golden Rule #3: Keep promises to your customer. As a CSR, it is your responsibility to keep that promise and enforce YRV for parents who ask us to.
12. What should you do if a customer under the age of 17 is trying to rent an R-rated movie on a YRV-restricted account? Explain that their parent set up the account so they could not rent R-rated or 17+ movies. Suggest another title or suggest they browse for another movie. Ask your MOD for assistance to credit the transaction and check in the tape.
13. What should you do if, in the scenario in the question above, the customer insists that their parent told them to rent the film?
 - Call the parent or send the child/teen out to the car to get the parent.

14. What six types of media does BLOCKBUSTER accept for payment?

Cash

VISA, Mastercard, American Express

Check

Gift certificates

15. Who can check-out rentals? any BLOCKBUSTER member

Now that we've talked in detail about how to check out a customer, let's look at how to process a payment.

Cashing Out a Customer

Customers may pay for their rentals or purchases by cash, personal check, BLOCKBUSTER gift certificates, or credit card. Let's look at how to tender each type of transaction.

Cash

When a customer pays cash:

1. Verify the balance and cash out loud.



For example, if the customer hands you a \$20 bill for a \$6.36 balance, state the balance and the amount the customer handed you — “That’s \$6.36 out of \$20.”

2. Open the till by typing **CASH** or (press the DO key) and <<payment amount>> and place the bill across it.
3. Count the customer’s change back to them, then place the bill in the correct place in the till.

Using this procedure will help you keep your till balanced and assure the customer that your cash handling skills are above reproach. Remember that you are responsible for all the cash taken into the till assigned to you.



Notify your MOD immediately if the cash in your till exceeds \$250. For security reasons, your MOD will perform a cash drop to reduce the amount of cash you have in your till.

When a customer pays with a personal check:

1. Ensure that the check is made payable to BLOCKBUSTER Video, for the amount of purchase only, and with the current day's date.
2. Verify that the name on the check matches a name allowed to rent on the account.
3. Politely ask the customer for identification (valid driver's license, military ID, or state ID).
4. Make sure the customer's face matches the photo on the ID.
5. Compare the name and address on ID to the information printed on the check.



If address on ID differs from that on the check, ensure that the check information is correct. Update the address and phone number on the customer's account if necessary. Do not accept the check if the name on ID differs from the name on the check.

6. Make sure the ID expiration date is valid.
7. Draw a plus sign on the top of the check and fill in the required information, as illustrated in Figure 24.
8. Cash the customer out by typing CHECK (or press <F20>) and the check amount.

<i>Customer ID number and state</i>	<i>Home and work phone numbers</i>
<i>CSR initials (MOD for checks over \$25 or non-member checks)</i>	<i>Member number or NM (non-member)</i>

Figure 24: Personal Check Information



If the information is pre-printed on the check, simply make sure it is correct and circle it. All checks over \$25 must be approved by the MOD.

Other Check Tips

- BLOCKBUSTER does not accept temporary checks.
- MOD approval is necessary for out-of-state checks.
- Never accept a check for more than the purchase amount.
- BLOCKBUSTER does not cash checks.
- BLOCKBUSTER does not accept third party checks.

Credit Cards

When a customer pays with a credit card:

1. Verify that the name on the card matches a name allowed to rent on the account.
2. Ask the customer for ID if the balance is more than \$25 and get an approval through the Electronic Draft Capture (EDC) machine. This approval is a little different from the authorization you get when the customer applies for membership. Ask your manager to show you how to do this.
3. Imprint the credit card on the charge slip while you are waiting for the approval from the EDC.
4. Fill out the charge slip as illustrated in Figure 25.
 - Fill in the number of rents on the first line, type of purchases in the Description column and the full amount in the last column.
 - Draw a line down to the total and fill it in.
 - Write the membership number on the bottom of the description box.
 - Place the date, approval number from the EDC, and your initials in the appropriate boxes.
 - Verify the expiration date and check the appropriate box.
 - Get the customer to sign the charge slip and give them their copy of the charge slip.
5. Cash the customer out by typing <<media type>> (or press <F18> for VISA, <F19> for Mastercard, or <F17> for American Express) and the charge amount.

	Expiration					
	Date					
	Checked					
		Qty	Class	Description	Price	Amount
		2		RENTS		6.48
				#00019		
		Date	Approval	Clerk	Sub-Total	
					Tax	
					Total	6.48

CUSTOMER SIGNATURE _____

X _____

Figure 25: Credit Card Charge Slip

Gift Certificates

BLOCKBUSTER sells gift certificates in books of ten \$1 certificates for \$10. These certificates are accepted at any BLOCKBUSTER store. The customer may redeem *only* as many as needed to pay for the rentals or purchase.

When a customer pays with gift certificates, treat the gift certificates like cash:

1. Verify the balance and amount of gift certificates out loud.



For example, if the customer hands you seven gift certificates for a \$6.36 balance, state the balance, and the amount the customer handed you — “That’s \$6.36 out of \$7.”

2. Open the till by typing GIFT and <<payment amount>>. Place the gift certificates across the till.
3. Count the customer’s change back to them, then place the gift certificates in your till.



When a member rents or purchases product, they must pay the balance in full. However, the member can use more than one media type to pay.

Activity

1. Match the function key to the media type:

DO _____	a. Check
<F20> _____	b. American Express
HELP _____	c. Cash
<F18> _____	d. Gift Certificates
<F17> _____	e. Mastercard
<F19> _____	f. VISA

2. When a customer pays in cash you should:

1. _____

2. _____

3. _____

3. A customer writes a personal check and gives you a driver's license for ID. What three things should you look at?

4. What four things do you need to write on a personal check?

5. When a customer uses a credit card to pay, you must get an approval for the amount of the purchase from the _____

6. True or False:

BLOCKBUSTER accepts out-of-state checks. _____

You must get MOD approval for checks over \$10. _____

BLOCKBUSTER does not accept third party checks. _____

Customers can write checks for up to \$10 over purchase. _____

BLOCKBUSTER cashes employee checks. _____

7. BLOCKBUSTER sells gift certificates in books of _____.

See how you did! The answers are on the next page.

Activity Answers

1. Match the function key to the media type:

DO	c.	Cash
<F20>	a.	Check
HELP	d.	Gift Certificates
<F18>	f.	VISA
<F17>	b.	American Express
<F19>	e.	Mastercard

2. When a customer pays in cash you should:

1. Verify the balance and cash out loud.
2. Open the till by typing CASH or (press the DO key) and <<payment amount>> and place the bill across it.
3. Count the customer's change back to them, then place the bill in the correct place in the till.

3. A customer writes a personal check and gives you a driver's license for ID. What three things should you look at?

- See if customer's face matches photo on ID.
- Compare name and address on ID with information on check.
- Make sure if ID expiration date is valid.

4. What four things do you need to write on a personal check?

Customer's ID #, home and work phone, CSR initials, and Membership #.

5. When a customer uses a credit card to pay, you must get an approval for the amount of the purchase from the Electronic Draft Capture machine.

6. True or False:

BLOCKBUSTER accepts out-of-state checks. True (with approval)

You must get MOD approval for checks over \$10. False (\$20)

BLOCKBUSTER does not accept third party checks. True

Customers can write checks for up to \$10 over purchase. False

BLOCKBUSTER cashes employee checks. False

7. BLOCKBUSTER sells Gift Certificates in books of 10 for \$10.

Achievement 5 Certification

NOTES

Part I

This is a skill-based Achievement. To illustrate proficiency in this Achievement area, perform the following:

1. Check out 15 customers while your manager observes.
 - Use the GET command for at least two of the 15.
 - Manually bring at least two of the 15 customers' accounts current.
2. If you didn't do so for question #1, process two credit card check-outs. Ask your manager to look at the charge slips and verify them for 100% accuracy.
3. If you didn't do so for question #1, process two personal check check-outs. Ask your manager to look at the checks and check them for 100% accuracy.
4. Check out two customers who want to rent equipment.
5. Check-in 15 tapes.

Case Study

Determine how you would handle the situation below. Tie your answer into *The Golden Rules for a BLOCKBUSTER Experience*.

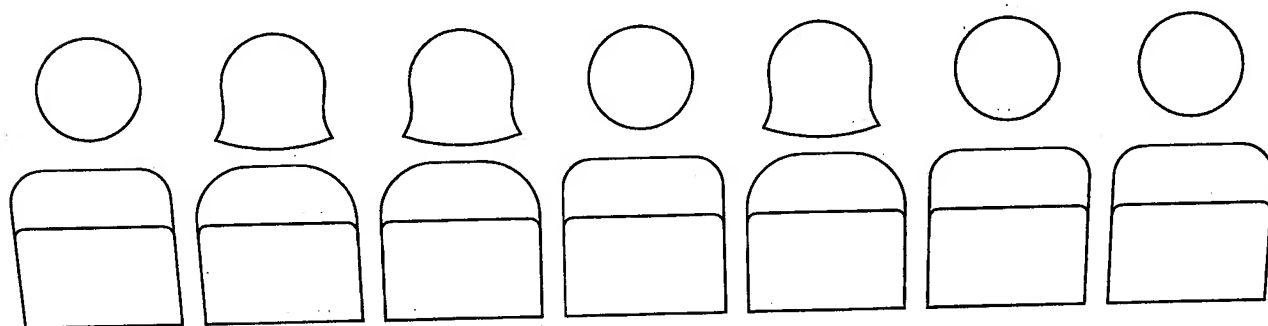
1. Mrs. Jones wants to pay for three movie rentals with a personal check. Her check bears a different address than the one on her driver's license, and her account shows a third address.
2. A teenager who looks about 15 walks up to the check-out counter with two movies. As you scan the membership card and then the movies, a YRV warning flashes on the screen. The account is restricted to Megan and Jim. You suspect Jim is standing before you with *Friday the 13th Part I* (R) and *Friday the 13th Part II* (R). What do you do?
3. A teenager walks up to the check-out counter with three new releases: *Scent of a Woman* (R), *Mad Dog and Glory* (R), and *Passion Fish* (R). The account is YRV-restricted but when you explain that to the teen, she tells you her dad asked her to pick up these movies for the weekend. When you call home, there is no answer. What do you do?

Store Manager Signature: _____

Date: _____

Movie Trivia

5. Doris Day and Rock Hudson starred in what 1959 romantic comedy, the first in a series of movies they starred in together throughout the 1960's?





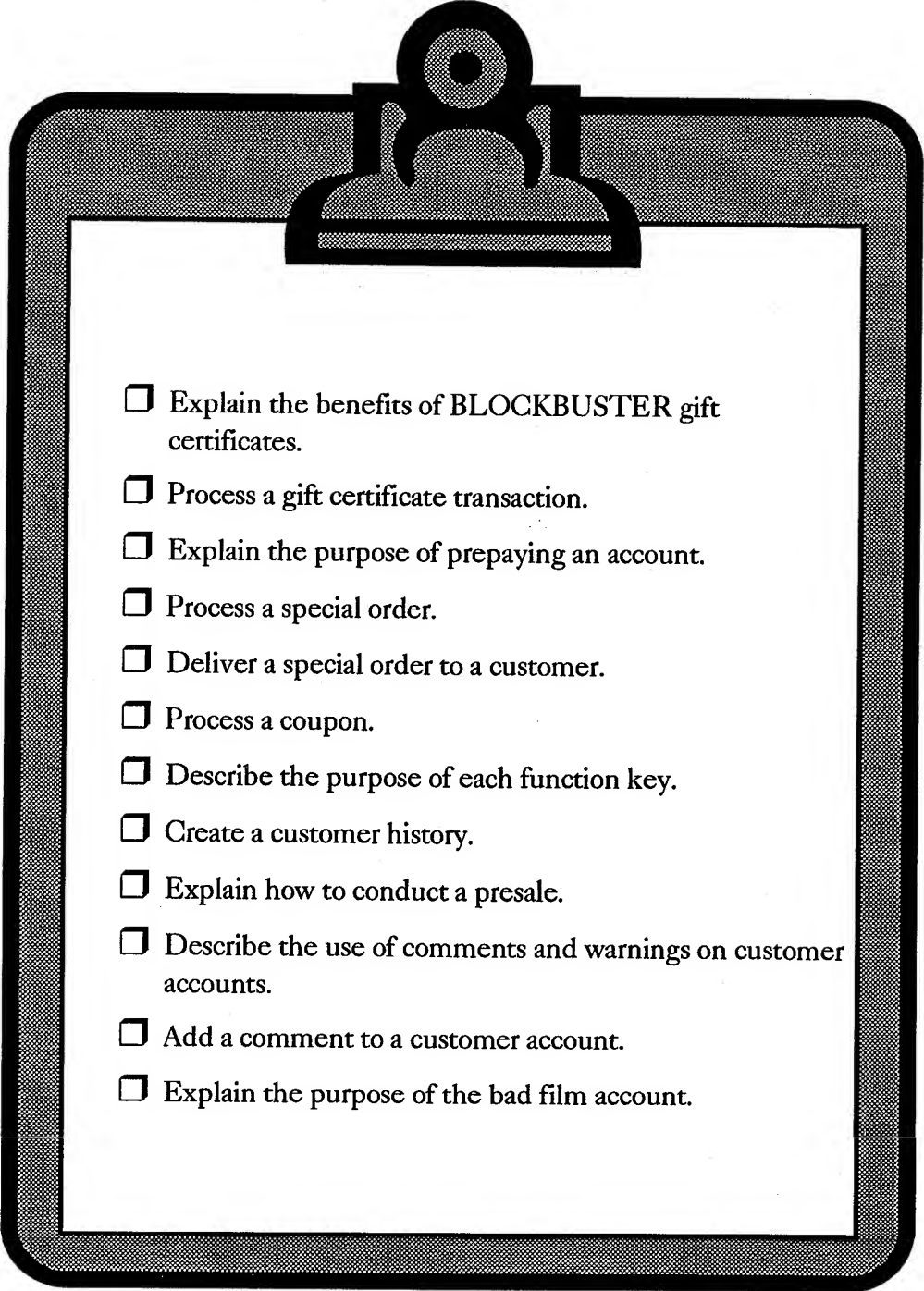
Achievement 6: Special Functions

Overview

At the end of every movie you see the credits. This is how we find out who played which role, who directed, who produced, who wrote the screenplay, etc. Do you ever wonder what a key grip is, or a gaffer, or the best boy? As funny as these job titles sound they all have a specific function to make the movie a success. In your store, there are several special functions like, how to special order a movie, presale a movie, sell gift certificates, look up a customer history, process a refund and many more tasks that you need to know to better serve your customers and make your store successful. This Achievement will address these functions.

Learning Objectives

This Achievement contains all of the information you will need to be proficient in Special Functions. When you have completed this Achievement you will be able to:

- 
- ☐ Explain the benefits of BLOCKBUSTER gift certificates.
 - ☐ Process a gift certificate transaction.
 - ☐ Explain the purpose of prepaying an account.
 - ☐ Process a special order.
 - ☐ Deliver a special order to a customer.
 - ☐ Process a coupon.
 - ☐ Describe the purpose of each function key.
 - ☐ Create a customer history.
 - ☐ Explain how to conduct a presale.
 - ☐ Describe the use of comments and warnings on customer accounts.
 - ☐ Add a comment to a customer account.
 - ☐ Explain the purpose of the bad film account.

Gift Certificates

NOTES

When was the last time you gave or received gift certificates?

BLOCKBUSTER gift certificates make great presents, and are especially popular around the holiday season. They are sold in booklets of \$10 (\$20 in some stores), and cannot be broken apart to be sold in smaller amounts. A UPC code is printed on the back cover to make scanning easy.

Checking-out Gift Certificates

Let's look at the steps you should follow when a customer wishes to purchase gift certificates:

1. Explain that each gift certificate is worth \$1 and that they come in booklets of 10 for \$10.
2. Ask how many booklets they want.
3. Ask the Store Manager to get them for you. (Because they are considered as valuable as cash, gift certificates are kept in the store's safe.)
4. Scan the barcode and cash out the transaction.



We discussed redeeming gift certificates in the last Achievement. However, it is important to remember to never exchange gift certificates for cash.

Prepaid Accounts

Another special function is prepaying an account. Customers may choose to put money toward their account before renting product or purchasing merchandise. Prepaying allows customers to rent or purchase items in the future without exchanging cash. It is also common for parents to prepay their account so their children can rent without carrying cash.

As with a purchase, a prepayment can be made by cash, check, credit card, or gift certificate(s). A prepaid account displays a negative account balance or credit. The credit is reduced with each rental or sale.

If a customer chooses to prepay their account, here's what you do:

1. Bring the customer's account current.
2. At the enter transaction prompt:
 - Type <<media type>> <<amount>> **prepaid.**)For example, **VISA 20.00 prepaid.**)
 - Press <RETURN>.



Instead of typing prepaid, you can hold the shift key and press <F13>.

3. Ensure that the prepayment has actually been credited to the customer's balance. A credit is displayed as a negative to the account balance.



If the balance before prepayment was \$0, a prepayment of \$20 would be indicated as -\$20.00 on the customer's account. Similarly, if the balance before prepayment is \$3.18, a prepayment of \$20 would be indicated as -\$16.82 on the customer's account.

To Check a Customer's Prepaid Account Balance

If a customer wishes to know the amount of their prepaid balance, bring their account current and check the balance.

You can also print a report that will give you prepay information. Access the *Prepaid Account Report* in the Account Maintenance menu. To do so:

- From the CSR menu, select **I. Account Maintenance** and press **<RETURN>**.
- From the Account Maintenance Menu, select **D. Prepaid Report** and press **<RETURN>**.
- You will be prompted to select your parameters.
 - All (all prepay)
 - Set minimum prepay (example, above \$25)



Although you can access the *Account Maintenance Menu*, you'll need your MOD's assistance to reprint this report.

Special Orders

"No, Mrs. Moore, we don't have the 1935 version of *Les Miserables* in the store, but we can special order it for you. No problem."

Wouldn't that be nice to hear if you were Mrs. Moore and really wanted to buy that film? If your store doesn't stock a film that a customer wants to buy, we can special order the film.

To take a special order, you will need the *Customer Special Order Form*, shown in Figure 26. Ask your MOD where these are kept in your store.

CUSTOMER SPECIAL ORDER FORM	
Today's Date:	
Title:	
Part #:	Estimated Price:
Prepaid: ☐ Yes ☐ No	
Customer Name:	Acct. #:
Address:	
Phone #: (H) (W)	
Vendor Name: PO #:	
Date Placed:	
Vendor Delay—Expected Receive Date:	
Customer notified of delay (date):	
Date Received:	
Customer called (date):	
Date delivered: Delivered by:	
I acknowledge receipt:	
Customer Signature	
BLOCKBUSTER Entertainment, Incorporated	

Figure 26: Customer Special Order Form

The Special Order Form

The process of placing a special order has four steps:

- Ordering
- Receiving
- Processing
- Delivering

The *Customer Special Order Form* contains a block for each of the four steps:

- Section 1 is where you record the film and customer information.
- Section 2 is where you record information on the vendor with which you placed the order. Space is also available to note the expected receive date and when the customer was notified.
- Section 3 is where you record the date the film is received into the store's inventory and the date you called the customer.
- Section 4 is where you record the date the film was given to the customer and "delivered" out of the store system.

As a CSR, you will most likely be involved only with Sections 1 and 4.

Taking a Customer Special Order

When taking a customer special order, you should complete only Section 1 of the form. Let's look at the steps involved:

1. Note today's date.
2. Using the FIND command, look up the title. The screen will give you title, part #, and price.
3. Insert full title, part number, and price.
4. If the customer prepays the estimated price, check "yes."
5. Fill in customer information.
6. File behind Tab 1 of the *Customer Special Orders Binder*. Ask your MOD where the binder is kept in your store.

Many times, the customer will choose to prepay the special order. Let's look at how to process a presale.

Presale

Like a prepaid account, a presale is an advanced payment -- in this case for a special order or a reserved product (for example, *Aladdin*). It is a credit and shows up on the customer's account as a negative balance.

To process a presale:

1. Bring the customer's account current.
2. At the enter transaction prompt, type **Presale** and press **<RETURN>**.
3. Enter the 5-digit part number.
4. Type **1** for new film.
5. Enter price or accept default.
6. Enter **<<media type>>** and **<<payment amount>>**.

Checking-out a Special Order

When a customer comes to pick up an item that was special ordered and paid for, the **DELIVER** command must be used. To check-out a special order, do the following:

1. Ask the customer to sign the *Customer Special Order Form* to acknowledge receipt of the order.
2. Complete the "date delivered" and "delivered by" portions of Section 4 of the *Customer Special Order Form*.
3. Deliver the tape to the customer's account.
 - At the enter transaction prompt, type **DELIVER**.
 - Scan the item.
 - Press **<RETURN>**. (For example, **DELIVER<<scan item>>** return.)
4. File the completed *Customer Special Order Form* behind Tab 4 of the *Customer Special Order Binder*.



If the customer has not already paid for the special order, check-out the item and tender the transaction.

Coupons

NOTES

BLOCKBUSTER coupons are redeemed in all BLOCKBUSTER stores. Each coupon has a special barcode and coupon number which is displayed near the bar code. Coupons can be used for rentals, sales (new and PVT films), and non-taxable sales or rentals. To process a coupon:

1. Bring the customer's account current.
2. Scan all items for this sale or rental.
3. Scan the coupon.
4. Enter <<media type>> and <<payment amount>>.
5. Initial, date, and note the customer's account number on all coupons before putting them in your drawer.

BLOCKBUSTER uses what we call *smart* coupons. Smart coupons have the amount to credit the customer's account in the barcode, so when the barcode is scanned, the correct amount will be deducted from the balance if the customer has met the terms of the coupon. If the barcode does not scan properly, type the characters above the barcode exactly as they appear. If the store system still does not recognize the barcode, ask your MOD for help.

Comments

Only a manager can put a HOLD or warning on an account. But, you can put comments on a customer's account. The comments will not show up on the screen unless you run a customer history. They appear only in the account history and automatically delete after 45 days.

A HOLD or warning appear not only in the history, but also on the screen every time an account is brought current. The warning is highlighted and flashes. Warnings stay on the account until deleted by a manager.

Comments are general items, such as "customer disputed EV Fees" or "customer didn't rewind." Warnings are items which require special attention each time the account is brought current. An example of a warning might be "Check ID for each transaction."

To enter a comment:

1. Bring account current.
2. At the enter transaction prompt, type **COM** and press **<RETURN>**.
3. Type **<<comment>>**, then press **<RETURN>**. (Comment can be a maximum of 37 characters.)
4. Type **SHIST 0** and press **<RETURN>**.
5. Verify the comment in the account history.

Always use good sense when you are entering a comment and remember that a customer could see their account history.

Bad Film Account

When you come across a defective rental film, you should check it into the Bad Film File to temporarily remove it from rental status. To do so:

1. At the enter transaction prompt, type **BF** and press **<RETURN>**.
2. The Bad Film File account will appear on the screen. Scan the tape's barcode.
3. The tape will remain in this account until it is repaired or transferred out of the store. When it is repaired and ready to rent again, check it in from the account as you would check in any other tape.

Non-Member Account

We briefly discussed selling product to non-members in the last Achievement. But, because it is a special function, let's look at it again.

For any customer who is not a member, but wishes to purchase products at BLOCKBUSTER, there is a Non-Member Account set up in the Point of Sale Program.

Always offer the customer the opportunity to apply for membership, but if they do not wish to apply for membership, you may sell products to them by typing **NM** and pressing **<RETURN>**.

NM brings up the non-member account screen. Scan the products as you would for a regular member, and cash them out accordingly.

Activity

1. Respond to these customer questions:

How much are your gift certificates? _____

Can I buy just \$5 worth? _____

How much is each certificate valued at? _____

Are they good in exchange for cash? _____

2. Get a blank *Customer Special Order Form*. Fully complete Section 1 according to this scenario. Ask your MOD to verify the information is correct:

Mr. Mark Kent comes in and wants to special order a copy of *Superman*. His account number is 12345600070. His address is 7925 Lois Lane, Jupiter, FL, 33477.

3. You've ordered Mr. Kent's *Superman*, and now he's at your check-out area ready to pick it up. Describe what you do: _____

4. A presale is similar to what other special function? _____

5. What command do you use to check-out a special order that has already been paid for? _____

6. What are the four steps for processing a coupon?

- _____
- _____
- _____
- _____

7. Where do comments show up and how long do they stay on the account?

8. Who can add or delete HOLDS and warnings to an account?

9. What should you do if you come across a defective tape?

10. List two benefits of prepaying on a customer's account. _____

11. What form should you fill out when a customer wishes to purchase a film that is not in stock? _____

12. Give an example of a Comment. _____

See how you did! The answers are on the next page.

Activity Answers

1. Respond to these customer questions:

How much are your gift certificates? "They are \$10 for a book of 10."

Can I buy just \$5 worth? "No. I'm sorry, you can't. They only come in booklets of \$10 and I can't break up a booklet."

How much is each certificate valued at? \$1.

Are they good in exchange for cash? "No, they aren't. They are good for rentals and purchases though."

2. Get a blank *Customer Special Order Form*. Fully complete Section 1 according to this scenario. Ask your MOD to verify the information is correct:

Mr. Mark Kent comes in and wants to special order a copy of *Superman*. His account number is 12345600070. His address is 7925 Lois Lane, Jupiter, FL, 33477.

3. You've ordered Mr. Kent's *Superman*, and now he's at your check-out area ready to pick it up. Describe what you do:
 1. Ask the customer to sign the *Customer Special Order Form* to acknowledge receipt of the order.
 2. Complete the "date delivered" and "delivered by" portions of Section 4 of the *Customer Special Order Form*.
 3. Deliver the tape to the customer's account.
 4. File the completed *Customer Special Order Form* behind Tab 4 of the *Customer Special Order Binder*.
4. A presale is similar to what other special function? Prepaid
5. What command do you use to check-out a special order that has already been paid for? DELIVER.

6. What are the four steps for processing a coupon?
 - Bring customer's account current.
 - Scan all items or this sale or rental.
 - Scan the coupon.
 - Enter <<media type>> and <<payment amount>>.
7. Where do comments show up and how long do they stay on the account? They show up on the customer's history and remain for 45 days, at which time they are automatically deleted.
8. Who can add or delete HOLDS and warnings to an account?
A manager.
9. What should you do if you come across a defective tape?
Type BF at the enter transaction prompt.
Scan the tape's barcode.
When repaired, check it in.
10. List two benefits of prepaying on a customer's account. Customer can rent or buy at a future date without cash; customer can set up prepay for children so they don't have to carry cash.
11. What form should you fill out when a customer wishes to purchase a film that is not in stock? Customer Special Order Form
12. Give an example of a Comment. Answers will vary. One example is, "EV Fees valid."

Now that we've talked about special functions you will perform for our customers, let's talk about the functions of the keyboard. Specifically, we're going to discuss the function keys across the top of the keyboard.

Function Keys

The store system's keyboard has 20 function keys that run across the top row of the keyboard. We will discuss function keys <F6> through <F20>. Some we have already discussed in relation to cash handling and customer maintenance. We'll talk about all of them here so that you will have a reference list. The function keys are labeled; many have two functions.

You will engage the functions in some cases by pressing the function key only. In other cases, you will need to hold down the SHIFT key while pressing the function key. See Figure 27 for an illustration of the keyboard.

Basically, if you use the function keys, you will save yourself keystrokes. For example, instead of typing **prepaid**, which is seven keystrokes, you can press **SHIFT-<F9>**.

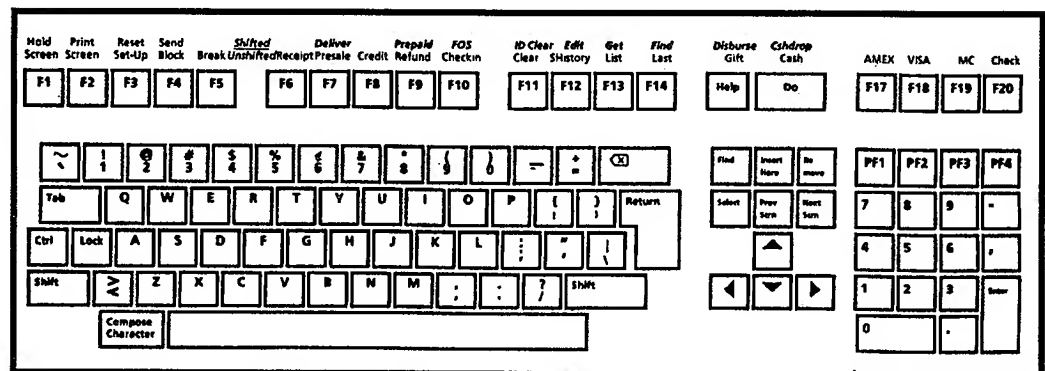


Figure 27: Keyboard Description

The Keys and Their Uses

NOTES

Receipt -- <F6>

To print a customer receipt, press <F6>.

Presale -- <F7>

When you take an advanced payment for a special order or a reserved sale item, you can press <F7> or type presale at the enter transaction prompt.

Deliver -- SHIFT-<F7>

To deliver a prepaid special order to a customer's account during check-out, you can press SHIFT-<F7> or type DELIVER at the enter transaction prompt.

Credit -- <F8>

As a CSR, you will not use this key. Your MOD will give credits, when necessary.

Refund -- <F9>

As a CSR, you will not use this key. Your MOD will give refunds, when necessary.

Prepaid -- SHIFT-F9

When a customer chooses to prepay account for future rentals and/or purchases, you can use the prepaid key. At the enter transaction prompt, you will type <<media type>> <<amount>> and you can press SHIFT-<F9> or type prepaid.

Check-in -- <F10>

Press <F10> to begin checking in tapes.

FOS -- SHIFT-`<F10>`

As a CSR, you will not use this key. Your MOD will use it to process found tapes after you perform Found on Shelf. FOS is discussed later in this module.

Clear -- `<F11>`

Press `<F11>` to clear the screen.

ID Clear -- SHIFT-`<F11>`

Press **SHIFT-`<F10>`** every time you leave your till. This prevents anyone else from using your till.

SHistory -- `<F12>`

To run a screen history on a customer, press `<F12>` or type SHIST.

This command will display the customer information on the terminal screen, while HIST prints the information on paper. Following the command, enter the number of days of history you want. The valid entries are:

- 0 for current day's history
- 1 for current day's history plus yesterday
- 2 for current day's history plus the last two days (and so on)

When you press `<F12>`, enter the number of days you need before you press return. Otherwise, you will get the customer's history for the last 45 days.

Edit -- SHIFT-`<F12>`

If the membership information needs to be updated at check-out, press **Shift-`<F12>`** or type edit at the enter transaction prompt. Because the customer's account is already current, using the edit command allows you to choose the line number of the line of information you wish to update. Changes to the account may be initiated by the customer (for example, change of address), or by the computer (expiration date of credit card).

List -- `<F13>`

Press **`<F13>`** when you want to display films currently checked out to a customer. When you bring a customer's account current, check the lower right corner of the screen to see if the customer has tapes currently checked out. If there are tapes checked out, check the due dates for these tapes by pressing **`<F13>`**. Remember that if there are overdue tapes on the account, the customer may not check out any more until the overdue tapes are returned. When you explain this to the customer, use the **LIST** command to tell them the titles of the overdue tapes.

If the tapes are due on the day that the customer is checking out tapes, you should remind them of the tapes due that day. Use the **LIST** command to tell the customer the title(s) of the tapes due.

Get -- SHIFT-`<F13>`

Use this command to bring a customer's account current by their name instead of their membership card.

Last -- `<F14>`

Sometimes you may wish to access the account of the last customer you checked out. You can bring the previous customer current again by pressing **`<F14>`** or by typing **LAST**.

You can also use this command when checking in tapes. For example, if a customer comes in and returns a tape that is overdue, press **`<F14>`** after you check in the tape. You will bring the customer's account current so the customer can pay their extended viewing fees.

Find -- SHIFT-**<F14>**

If you need to look up a film while in the POS program, there is no need to exit the *CSR Menu*. Press **Shift <F14>** or type **FIND** at the enter transaction prompt.

HELP

To access the *Help Text Screen*, press the **Help** key (it would be **<F15>**), or type **HELP** at the *enter transaction prompt*. The *Help Text Screen* briefly describes each POS command and explains how to enter the command. You can access Help at any time, including during customer transactions.

After you access Help, the screen will display a list of all topics that are defined. At the *topic prompt*, type the name of the command or topic you want to learn about. Some topics will have subtopics listed. You will have the option to select these subtopics. When you press **<RETURN>**, you will be returned to the *topic prompt*. You may either select another topic or press **<RETURN>** to exit the *Help Text Screen*.

Gift

To tender gift certificates, press the function key labeled Help.

Disburse

As a CSR, you will not use this key. Your MOD will use it when processing disbursements.

Cash

To accept cash for payment, press the function key labeled **Do** (it would be **<F16>**) or type **CASH**, then the **<<payment amount>>**.

Cashdrop

As a CSR, you will not use this function (**SHIFT-Do**). Your MOD will process cashdrops.

AMEX -- <F17>

To accept American Express for payment, press <F17> or type AMEX, then the <<payment amount>>.

VISA -- <F18>

To accept VISA for payment, press <F18> or type VISA, then the <<payment amount>>.

MC -- <F19>

To accept Mastercard for payment, press <F19> or type Mastercard, then the <<payment amount>>.

Check -- <F20>

To accept personal check for payment, press <F20> or type check, then the <<payment amount>>.

Activity

Answer the following questions.

Figure F is a HIST or history printed on paper:

99999	BLOCKBUSTER VIDEO	PAGE 1	
OPNS	10540 MILLER ROAD	12-FEB-1992	
HISTORY00	CUSTOMER HISTORY REPORT	11:59:00	
299999014234			
SMITH, SAM			
1234 JACKSON AVE.			
DENVER, CO. 98765			
(303)291-6553			
ACCOUNT HISTORY			

DATE	TIME	ITEM	AMOUNT
-----	-----	-----	\$-----
02-FEB-1992	12:01:12	CKOUT -39999917410003 TOP GUN	3.24
02-FEB-1992	12:01:38	CASH -RECEIVED (BALANCE = 0.00)	-3.24
02-FEB-1992	17:39:22	CKIN -39999917410003 TOP GUN	0.00
04-FEB-1992	17:57:36	CKOUT -39999940000010 HOME ALONE	3.24
04-FEB-1992	17:58:01	SALE -499999174101 TOP GUN	18.19
04-FEB-1992	17:58:25	CHECK -RECEIVED (BALANCE = 0.00)	-18.19
BALANCE = \$0.00			
=====			

1. Look at the above customer history. What does it tell you?

2. The _____ screen in Point of Sale will display all the Point of Sale commands and gives a brief description of them.
3. What does the LAST command do?

4. What information does the LIST command give you? _____

5. What is the difference between HIST and SHIST? _____

6. What command should you use when the customer orders a tape and pays for it? _____
7. What command should you use when the customer picks up a tape that was special ordered? _____
8. What command do you use to sell products to a customer who does not have a membership? _____

See how you did! Answers are on the next page.

Activity Answers

1. Look at the above customer history. What does it tell you?
The printed history shows that Mr. Smith rented *Top Gun* on February 2 at noon and paid for the rental in cash. He returned it on February 4 at 5:59 PM. The same night, he rented *Home Alone* and purchased a new sale copy of *Top Gun*. He paid for this transaction by check.
2. The Help Text screen in Point of Sale will display all the Point of Sale commands and gives a brief description of them.
3. What does LAST command do? It brings the last customer current again.
4. What information does the LIST command give you? It lists all rentals currently checked out to the customer you have current.
5. What is the difference between HIST and SHIST? HIST is a printed customer history and SHIST is a screen customer history.
6. What command should you use when the customer orders a tape and pays for it? PRESALE.
7. What command should you use when the customer picks up a tape that was special ordered? DELIVER.
8. What command do you use to sell products to a customer who does not have a membership? NM

Achievement 6 Certification

NOTES

This is a skill-based Achievement. To illustrate proficiency in this Achievement area, perform the following:

Part I

1. Use suggestive selling skills to sell a book of gift certificates to your manager and explain how they are sold.
2. Explain to your Store Manager how you would process a customer who wants to prepay \$20 on their account.
3. Fill out a Customer Special Order Form for a copy of *Bull Durham* for the following customer:

Crash Davis (membership number 099345678023)

One Diamond Drive

Anywhere, Anytown 12345

Let your Store Manager verify the information.

4. Explain to your Store Manager what you will do when Mr. Davis comes in to pick up his special order.
5. Explain to your Store Manager how you will presell a copy of a new movie.

Case Study

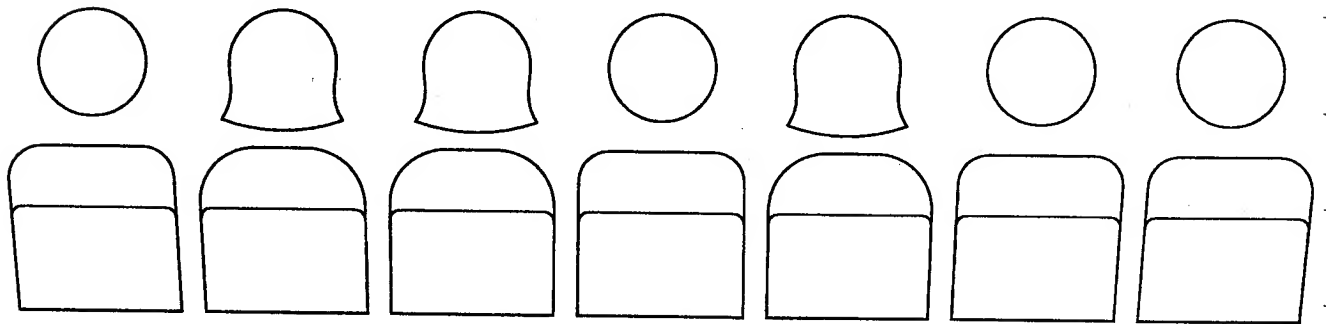
Mr. Jones wants to prepay his account \$30 so his mom and children can rent movies and games while he and his wife are away for the weekend. He tells you he knows his mom will let her grandkids pick out any movie they want, so he wants to place a YRV restriction on the account. He also wants to purchase \$20 in gift certificates to give to his mom for watching the kids. When he goes to give you his membership card, he finds that he has left it at home. You have three people in line behind him and the phone is ringing. What do you do?

Store Manager Signature: _____

Date: _____

Movie Trivia

6. Who played the female leads in 1992's
Death Becomes Her?





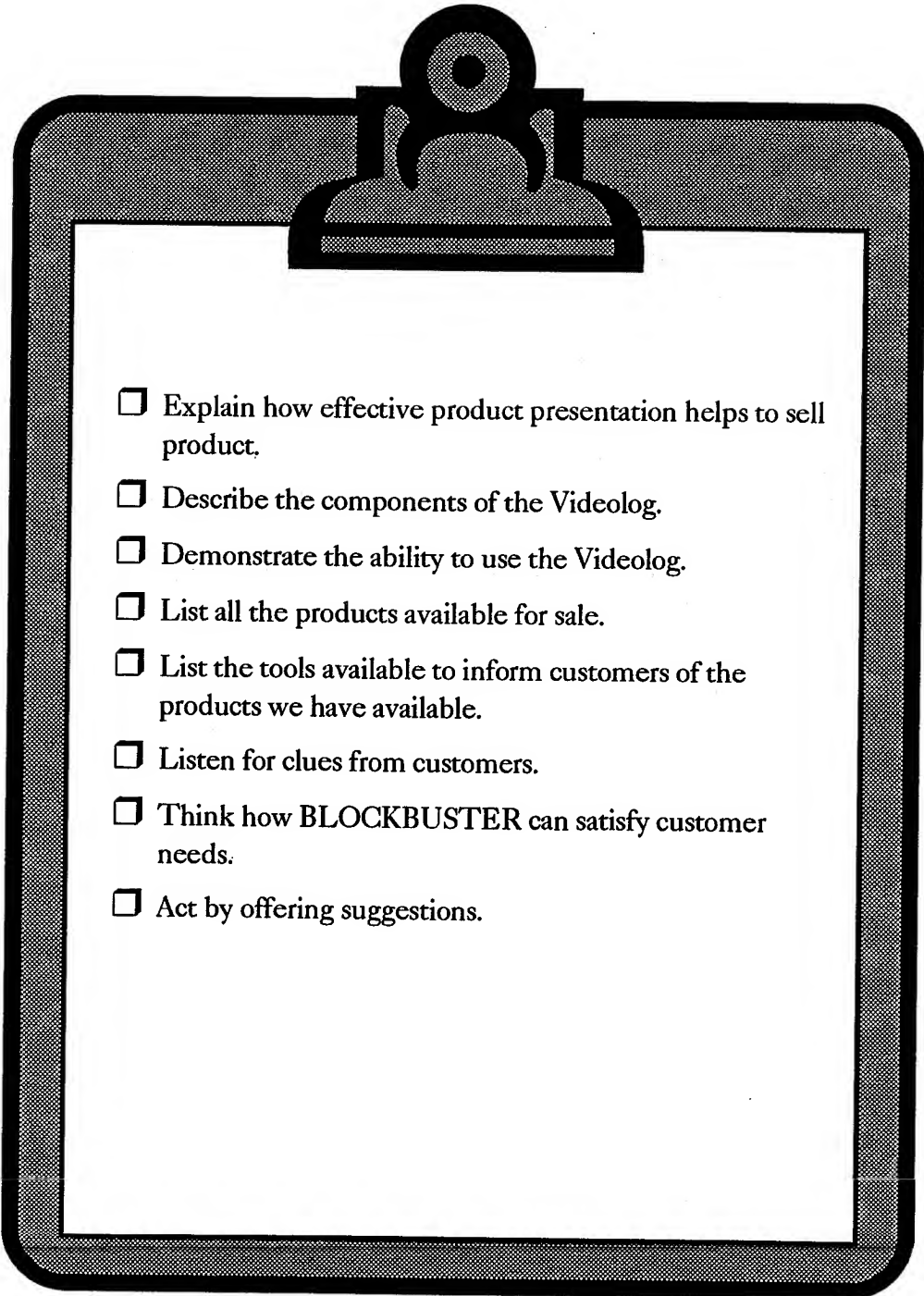
Achievement 7: Suggestive Selling

Overview

In the movie *Glengarry Glen Ross*, competition to sell among the agents of Premiere Properties pushes them to employ questionable strategies: lying, cheating and stealing. At BLOCKBUSTER, you certainly will not be using that kind of pressure to sell product to our customers. Our sales strategies are a lot more honest and simple: present the store and product well, identify your customers needs, and make a suggestion. This Achievement will address suggestive selling, the products we have to offer, the tools you can use to make recommendations and techniques that will make the process easy.

Learning Objectives

This Achievement contains all of the information you will need about suggestive selling techniques. When you have mastered the skills necessary to be proficient in this Achievement area, you will be able to:

- 
- ☐ Explain how effective product presentation helps to sell product.
 - ☐ Describe the components of the Videolog.
 - ☐ Demonstrate the ability to use the Videolog.
 - ☐ List all the products available for sale.
 - ☐ List the tools available to inform customers of the products we have available.
 - ☐ Listen for clues from customers.
 - ☐ Think how BLOCKBUSTER can satisfy customer needs.
 - ☐ Act by offering suggestions.

Selling Products

There are two strategies BLOCKBUSTER uses to sell products:

- Effective store presentation.
- Suggestive selling.

Effective Store Presentation

Remember when we discussed this topic in Achievement 3-- Store Layout and Orientation? Back then, you were introduced to the idea that providing friendly customer service, maintaining the store's physical appearance, and effective merchandising all help to create a pleasant shopping environment. This is necessary if you are going to move on to the second strategy, suggestive selling.

Suggestive Selling

Through skilled interaction with the customer and a strong base of product knowledge, you can determine and help fulfill the customer's product needs. Think of a salesperson you've known that was able to help you find just the right merchandise. How did that person do it? You'll learn suggestive selling techniques in the next activity.

Activity

Ask your store manager to let you see the *Listen, Think, Act* training video. While watching the video, answer these questions:

1. What opportunity did Marie miss with Mrs. Harris?

2. What is the perfect gift to suggest for birthdays?

3. What tool can assist you and your customers when looking for movies?

4. What are the three steps Marie learned while helping her customers?

5. In your opinion, what was the best tip offered by Buster?

6. How can you suggest more rentals to your customers?

NOTES

Activity Answers

1. What opportunity did Marie miss with Mrs. Harris?
She should have suggested a specific Sean Connery movie.
2. What is the perfect gift to suggest for birthdays?
Gift Certificates.
3. What tool can assist you and your customers when looking for movies?
Videolog.
4. What are the three steps Marie learned while helping her customers?
 - Listen to your customers.
 - Think how BLOCKBUSTER can satisfy their needs.
 - Act by offering a solution.
5. In your opinion, what was the best tip offered by Buster?
Answers will vary, but recommended answers would be anything that was actually in the video.
Example: Listen to your customers for clues.
6. How can you suggest more rentals to your customers?
Answers will vary, but recommended answers are:
 - Using the principles of *listen, think, act*.
 - Using the Videolog to help with recommendations.
 - Knowing what products are available.

Product Knowledge

NOTES

Before you can do a good job of using the suggestive selling techniques described in the video you just watched, you have to know what you can sell. Note that items for sale are typically called sell-thru, but additional rentals should also be considered as items to suggest to customers. The following are found in most BLOCKBUSTER stores:

- Rental Tapes
- Rental Games
- Laser Discs
- Equipment
- Sale Tapes
- PVT
- Blank Tape
- Headcleaners
- Game Cleaning Kits
- Rewinders
- Confection Items
- Balloons
- Promotional Items

Let's look at each item in detail.

Rental Tapes

Rentals make up almost 80% of our total revenue. BLOCKBUSTER is known for having a large selection and depth of product (many copies of the same title), so there are always plenty of titles to choose from. Each store carries between 8,000 and 10,000 tapes. Most of our films are rented for three evenings; however, most New Releases start off as 2-evening rentals. Rental prices are consistent throughout your city and are posted in each store. Become familiar with these prices.

What makes renting videos such a great bargain? Our most expensive video rental is \$3. Most tickets at the theater are more than that! If you add in another person or two and refreshments, it can get very expensive. By renting a movie, you and your friends can not only save money, but watch at your convenience, not the theater's. You can also stop the movie if you get interrupted and, best of all, there are none of the audience distractions you sometimes have to put up with at the theater.

Another advantage to renting is that a person who wishes to purchase a video can rent it first to make sure it's what they want. Have you ever bought something you wished you could have tested or tried before making the purchase? While the concept applies to all tapes, it is especially true with instructional and exercise tapes.

Rental Games

Video games are extremely popular, and becoming even more popular as technology improves. BLOCKBUSTER carries Nintendo, Super Nintendo (SNES) and SEGA games for rent or sale. Some stores may be test marketing other video games. The games section in our store categorizes these games by type (for example, Nintendo) and, just like with videos, we carry a large selection and several copies of the newer and more popular games.

Renting games provides the customer with the ability to try out a game before purchasing it. That way they can be assured of getting a game they like that has the right level of difficulty. Also, since games are expensive to buy, renting gives customers the opportunity to play a variety of games instead of playing the same ones over and over again.

Some selling points for video games include, providing an alternative entertainment form that allows for active participation, improving eye/hand coordination, and keeping you entertained for long periods of time. There are games for all kinds of interest: learning, popular game shows, sports, action and role playing.

Laser Discs

NOTES

Laser discs are among the latest achievements in audio/visual technology. Sounds and images are encoded on a laser disc as digital numerical signals. A series of laser beams "reads" the signals to produce the sound and picture. Because nothing ever actually touches the disc, the sound and picture are of exceptional quality, and the lifetime of the disc is infinite.

Equipment

All BLOCKBUSTER stores carry VCPs for rent. This service is provided for customers who do not own a VCR or temporarily need an extra one, such as when their machine is in the repair shop. VCPs are merchandised on locked racks in the store. Ask your MOD to get the needed players for your customers. Selected stores also rent Nintendo game systems as well as Closed-Captioned Decoders for hearing impaired customers. All equipment rents for three evenings and comes with all the necessary cables and cords.

Sale Tapes

BLOCKBUSTER carries a large selection of pre-recorded tapes for sale. Many of our customers have their own home libraries and continue to collect newer, as well as older titles. Most tapes are priced between \$9.95 and \$29.95, but there are some exceptions, such as collector sets and Special Editions, which retail at a higher price to match the value.

As you learned in the last Achievement, often BLOCKBUSTER will "pre-sell" films. In other words, when a release date and price is announced by the studio, BLOCKBUSTER allows its customers to order the film in advance of the release date so that they are sure to have their personal copy ready and waiting for them as soon as the title is released. As you know, we can also special order just about any title a customer wishes to purchase.

PVT

Previously viewed or used tapes are also available for sale in our stores. As the interest in a new release title lessens, your manager will remove excess copies from rental to be sold as PVT (Previously Viewed Tapes). These tapes are sold at a discounted price as a convenience to the customer. Since most new releases retail at close to \$100, the customer may pick up a copy of a new release for a reduced rate. Most PVTs are priced between \$9.88 and \$29.88. All PVTs have a 30-day Unconditional Guarantee, which means that a tape with any type of defect can be exchanged or returned for up to 30 days. Be sure to mention this to the customer, so that they understand that they should watch it and return it for exchange, if necessary, within the 30-day period. Remind them to keep their sales receipt for exchange purposes.

Blank Tape

BLOCKBUSTER carries several brands of blank tapes suitable for all occasions. We carry Scotch, SONY and our own private label. These tapes can be used to tape favorite movies and television shows, or can even be used in camcorders to make your own movies. Most tapes are T-120, which means 120 minutes or 2 hours in length in the SP mode, or 6 hours in the EP/SLP mode. Most stores also have a T-60 tape available which runs 8 hours in the EP/SLP mode.

The private label, BLOCKBUSTER brand, is manufactured for us by SONY. It is a high-grade tape that is very reasonably priced. There are two grades of tape available: High Grade, priced at \$2.99, and Extra High Grade, priced at \$3.99. At such a low price, they're great for everyday and repeat use, and they come with a lifetime warranty.

Headcleaners

Headcleaners are necessary for all VCRs so that machine heads can be kept clean and free of dirt. Most manufacturers recommend cleaning your VCR after every 20 hours of play. BLOCKBUSTER carries two types of headcleaners: dry headcleaner and wet headcleaner.

The dry headcleaner does not require a cleaning liquid, and some manufacturers claim that a dry system is less abrasive than a wet system. Although the claim has not been substantiated, many customers prefer a dry system simply for the sake of convenience. The Scotch headcleaner is good for up to 240 cleanings and is very simple to use. You insert it into your VCR and press <PLAY>. When the cleaning is complete, a message will appear on the TV screen.

BLOCKBUSTER Brand VHS Headcleaner is a non-abrasive wet system cleaner manufactured for us by Recoton. While it is a little more complicated to use, some customers prefer the wet system over the dry. The user must apply the liquid to the cleaning tape by putting 3 drops on a designated portion of the tape, place the tape in the machine and run it in the play mode for approximately 30 seconds. There is enough liquid for approximately 48 cleanings.

Cleaning Kit For Nintendo System and Game Cartridges

Nintendo games get dirty too, so BLOCKBUSTER carries a cleaner for them as well. Manufactured by Recoton Video, the kit includes a dry cleaner unit for the Nintendo machine, as well as cleaning wands and solutions to be used with the game cartridges. Cleaning instructions are printed on the back of the cleaner unit. Cleaning the machines and cartridges will stop on/off flashing and picture scramble, and will help extend the life of the machine and game.

Rewinders

Some customers do not like to rewind tapes on their VCRs because of the wear and tear on the machine, so BLOCKBUSTER sells BLOCKBUSTER Brand rewinders at a competitive price. With a rewriter, the customer can continue watching the next movie while rewinding the previous one; it's easy to use too!

Confection

Confections are the food items we carry. At BLOCKBUSTER, we sell candy, popcorn and, in certain stores, assorted snacks and beverages. Candy is normally merchandised on special display counters at the Check-out area. It is very important to rotate stock and keep the food items fresh. Whenever you are restocking any food item, always put the older stock on top of the newer stock. This will keep you from having outdated food under 2 or 3 layers of fresh stock. *Always remove outdated stock from the display and give it to the MOD.*

BLOCKBUSTER also carries private label popcorn. We carry butter, natural and butter light flavors in both single pack and multi-pack. Competitively priced, the BLOCKBUSTER private label creates a great value for our customers.

Ballons

We never want to leave out the kids; they're customers to. Our balloons are excellent selling items for children. The balloons come in several bright colors and are blown up each day as needed. The balloon is attached to a stick to make it easy for our young customers to hold on to. Balloons are priced at 49 cents each --- a great bargain!

Promotional Items

NOTES

Often BLOCKBUSTER will carry items for a limited promotion. These items vary in type and quantity from drink cups and football pennants to 2-liter bottles of soda. Each promotion will vary in its requirements. Usually, the customer must rent a specific number of tapes to get the promotion item for a minimal fee. Such promotions not only provide greater value for our customers, but also add interest to our stores which creates more activity through new and return business.

Now that you're familiar with everything BLOCKBUSTER offers its customers, let's talk about what's available to help you meet your customer's product needs.

Tools

Once you are familiar with all the products BLOCKBUSTER has to offer, be ready to pull out all the stops to find customers the items they wish to buy or rent. To help assist you in servicing those customer needs, BLOCKBUSTER has tools that help you "put the goods into the customer's hands."

Special Orders

Any item in the BLOCKBUSTER store system that is out of stock can be special ordered for a customer. Special orders are tracked using the *Customer Special Order Form*. You learned how to complete the customer special order form in Achievement 6, Special Functions.

Videolog

The Videolog is a comprehensive catalog of movie information organized by title, director, actor/actress, and genre.

Using the Videolog

Don't let its size intimidate you; the Videolog is easy to use and its wealth of valuable up-to-date information makes it a powerful sales tool.

Each section is marked by a color-coded tab labelled with its section title. How you use the Videolog depends on the information you want. As mentioned before you can get information under the following tabs:

- Directory of Titles
- Directory of Stars
- Directory of Directors
- Adventures, etc. (genre)

Let's talk about each section in more detail.

Directory of Titles

The information is listed alphabetically. If you know the title of the movie but want more information on it, find the title under the Directory of Titles tab. You will see the title listed with the number of the genre section it is listed under. Simply turn to the correct genre section and check the alphabetical listing for the title you want.



If you want to find information on the movie *First Men in the Moon*, look under the Directory of Titles tab. In the alphabetical listing you will find the title and the number 160 to its left. Simply turn to tab 160 (Science Fiction) in the genre section and look up the title. You will get information on such things as the theatrical release year, director, stars, etc.

Directory of Stars

The information is listed alphabetically. If you know the star or stars of a movie, but want more information on the stars and/or the movie, find the title under the Directory of Stars tab. You will see the name of the star listed with all the movies in which he/she appears. You will also see the number of each movie's genre section. Simply turn to the correct genre section and check the alphabetical listing for the title you want.



If you want to find information on actor Nick Nolte, look under the Directory of Stars tab. In the alphabetical listing, you will find the actor's name and a list of all the films in which he has appeared. In addition, each of his film's theatrical release date and genre code appear next to it.

Activity Answers

1. Locate the following items in your store and list the information requested for each one.
 - Confections --- List three types of confections sold in your store.
Possible answers are:
Candy, Snacks, Popcorn, and Beverages
 - Blank videotapes --- List the two different types of BLOCKBUSTER blank tape and their price:
High Grade - \$2.99 and Extra High Grade - \$3.99.
 - VCR head cleaners --- List the two types and brand names BLOCKBUSTER carries.
Dry system and a wet system.
Scotch and BLOCKBUSTER private label.
2. Use the Videolog to do the following:
 - a. Look up *Alien* and *One Flew Over the Cuckoo's Nest*
 - b. Write down the name of the director of each movie.
Alien - Ridley Scott
One Flew Over the Cuckoo's Nest - Milos Forman
 - c. For each director you found, find another one other movie each directed.
Ridley Scott - Blade Runner, The Duellists, Legend, Someone to Watch Over Me, Alien 3.
Milos Forman - Amadeus, Fireman's Ball, Hair, Loves of a Blonde, Ragtime.
 - d. For each of the movies you found in a, list the year of release, stars, MPAA rating and running time in minuets.
Alien - 1979, Sigourney Weaver, Harry Dean Stanton, Ian Holm, Yaphet Kotto, Veronica Cartwright, John Hurt, R, 116 min.
One Flew Over the Cuckoo's Nest - Jack Nicholson, Louise Fletcher, R, 129 min.

Achievement 7 Certification

NOTES

This Achievement is both knowledge and skill-based. To illustrate proficiency in this Achievement area, complete Part I and Part II.

Part I

Answer the following questions with 100 % accuracy, and review your answers with your manager.

1. Using the Videolog describe to your manager each of the components and their use.
2. Name five products that BLOCKBUSTER has to offer to your customers.
3. In your own words describe the primary focus of the video: *Listen, Think, Act.*
4. What are the two strategies BLOCKBUSTER uses to sell products?
5. Name two advantages of renting movies.
6. List three items for sale that BLOCKBUSTER carries under its own private label.

Part II

Have your manager observe you as you do the following:

1. Make suggestive selling recommendations to 10 consecutive customers on your next assignment at the check-out register.
2. Suggestive sell two BLOCKBUSTER brand products.(Give the receipts to your manager).
3. Make five movie recommendations using the Videolog.

Case Study

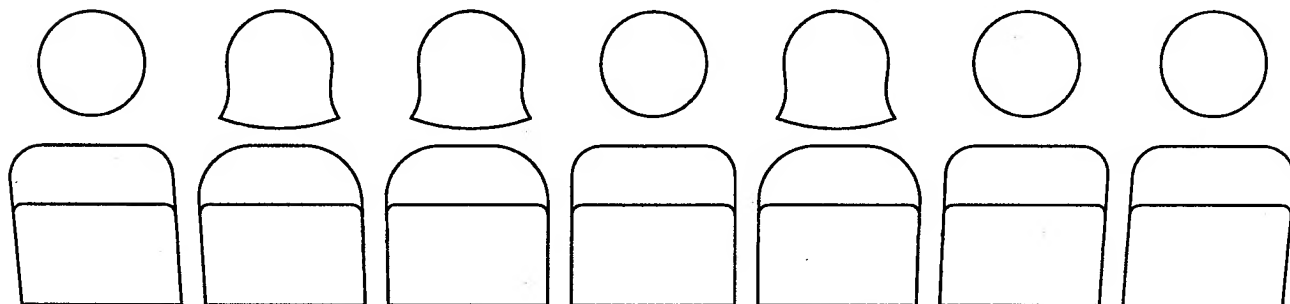
A customer approaches you and tells you she saw *A Touch of Mink* on television over the weekend and thoroughly enjoyed it. She asks if you could suggest any other Doris Day movies. What do you do?

Store Manager Signature: _____

Date: _____

Movie Trivia

7. Leslie Nielsen played Lt. Frank Drebin in what 1988 movie?





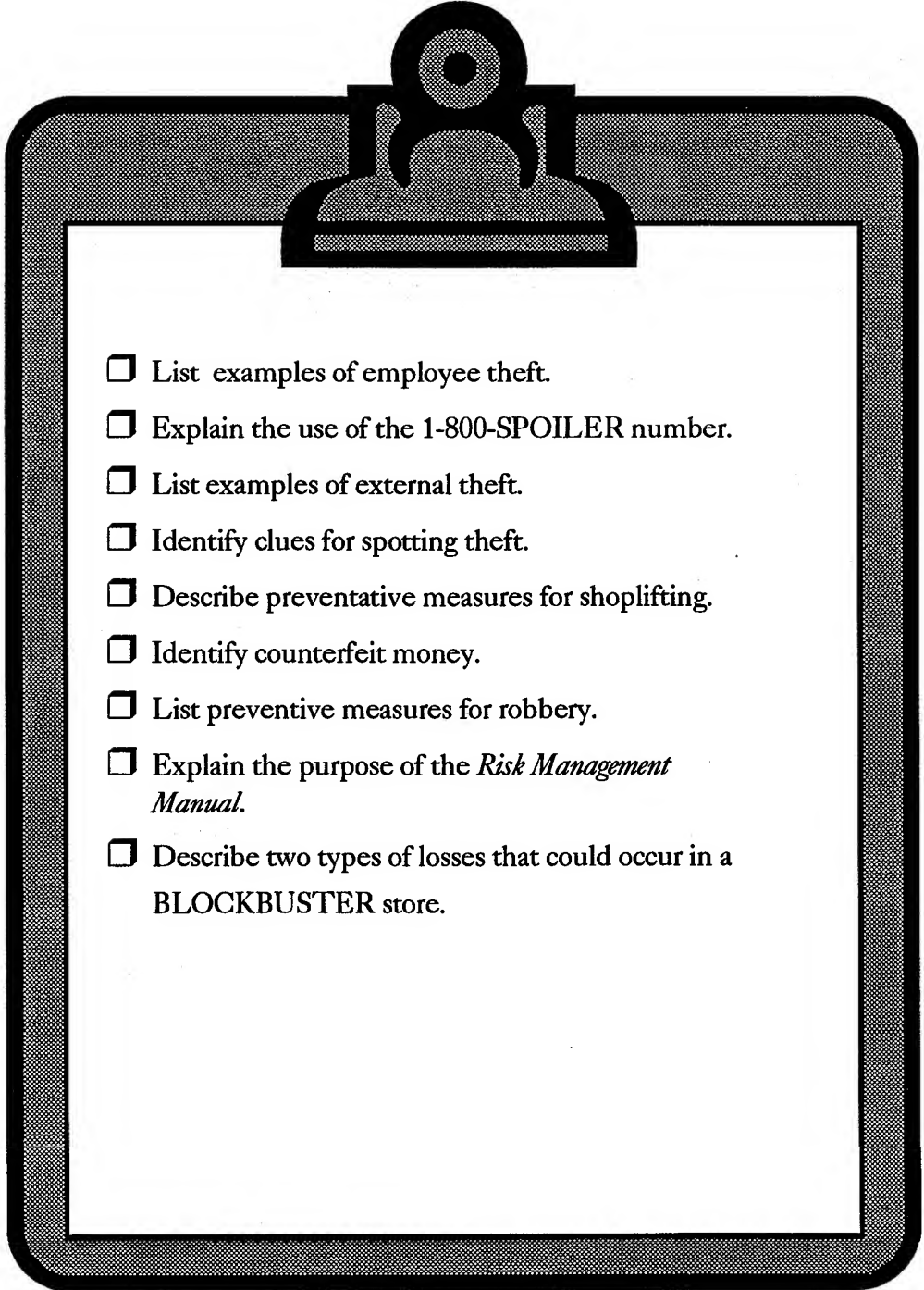
Achievement 8: Safety & Security

Overview

Butch Cassidy and the Sundance Kid were notorious outlaws who caused havoc in the Wild West. They were bank robbers, gamblers and con artists, who also placed themselves and others in high-risk situations. You can learn how to deter outlaws of the modern day and react if they appear in your store. This Achievement addresses issues like theft, robberies, short-change artists and anything else that might put your customers, employees, and store's safety at risk.

Learning Objectives

This Achievement contains all of the information about safety and security you will need to know as a CSR. When you have mastered the skills necessary to be proficient in this Achievement area, you will be able to:

- 
- ☐ List examples of employee theft.
 - ☐ Explain the use of the 1-800-SPOILER number.
 - ☐ List examples of external theft.
 - ☐ Identify clues for spotting theft.
 - ☐ Describe preventative measures for shoplifting.
 - ☐ Identify counterfeit money.
 - ☐ List preventive measures for robbery.
 - ☐ Explain the purpose of the *Risk Management Manual*.
 - ☐ Describe two types of losses that could occur in a BLOCKBUSTER store.

Types of Losses

There are two types of losses every BLOCKBUSTER store needs to be concerned about:

- Internal losses (from employees).
- External losses (from the public).

Internal Theft

Unfortunately, many BLOCKBUSTER losses come from inside. They are caused by:

- Employee theft of tapes.
- Deliberate manipulation of check-out procedures to steal money.
- Collaboration between the public and employees to steal from the store.

What is Employee Theft?

Some actions that are regarded as employee theft are:

- Taking cash from a drawer, store change fund, or a bank deposit.
- Not recording revenue.
- Knowingly giving bogus or unauthorized credits.
- Wrongfully redeeming coupons.
- Allowing a friend to sign up for membership by giving fictitious information.
- Opening false employee accounts in order to receive tapes for yourself, friends, or relatives.
- Telling a friend how the security system works, or assisting anyone who steals from the company.
- Removing any product from the store without renting or purchasing it.

Theft Policy

Anyone caught stealing will be prosecuted to the full extent of the law.

Any employee who steals merchandise or funds will be terminated and prosecution will be pursued vigorously.

All BLOCKBUSTER employees are responsible for reporting instances of possible employee theft to either their District Manager, their Regional Director of Operations, or their Loss Prevention Department.

If any employee makes a false statement (oral or written) to a company official about their knowledge of a theft, they may be immediately terminated.

Interviews or interrogations of employees will only be conducted by the Loss Prevention Manager (unless authorized by the Loss Prevention Manager).

Employees who know of internal theft are obligated to report it. Company employees can call their local Loss Prevention Manager or call the Loss Prevention Hotline, which is available 24 hours a day, 365 days a year, at

1-800-SPOILER (776-4537)

Callers can remain anonymous. When calling, be prepared to give the store number or location, person involved, and nature of allegation.

Clues for Spotting Employee Theft

NOTES

Since theft affects the profitability of the store and the success of BLOCKBUSTER, it affects you. You need to play your part and look out for signs of employee theft. Some indications that theft may be occurring are:

- Discrepancies between the computer status of a rental or sale film and actual physical count.
- Repeated instances of the "not checked out" prompt appearing when you check in returned tapes.
- Repeated occasions of not being able to locate a film that the computer indicates is in the store.
- Unusually high number of tapes "found on shelf" when you check the *One Day Late Report*.
- Customers, friends, or relatives of employee that wait to be checked out only by that person.
- Employees who are constantly watching you or looking toward the office.
- Numerous phone calls requesting a certain employee or inquiring if a certain employee is working.
- Employees taking "defective" tapes or games home to "check them out."

As an employee of BLOCKBUSTER, it is your responsibility to notify your MOD of your concerns if you notice any of the above happening.

Now that we've talked about internal theft and clues for spotting it, let's discuss external theft.

External Theft

External theft can happen in any of the following ways:

- Shoplifting
- Short-Change Artist
- Counterfeit Money
- Fraudulent Merchandise Returns
- Cash Drawer Scam
- Robbery
- Burglary

There are specific methods for handling each of these situations, as well as measures you can take to prevent them. The rest of this section will deal with those.

Shoplifting

Shoplifting is probably the most common form of external theft. Here are some guidelines for dealing with customers suspected of shoplifting, and for handling specific situations that may arise.

Preventive Measures:

- Make eye contact and greet every customer who comes into the store. This tells our customers that you're glad to have them; it tells potential shoplifters that you noticed them.
- Practice good customer service.
 - Talk about movies to all customers on the floor. The potential shoplifter does not want any attention; they want to be left alone.
 - Never turn your back to the sales floor. While talking to customers, keep any eye on the rest of the floor.
 - If it is obvious that a customer is not looking for a movie, give them *great* customer service. Do not take your eyes off of these people.
- Make sure the EAS is always functioning properly. Don't walk through the EAS when restocking tapes. This will activate the EAS and desensitize the staff to the alarm.
- Make sure the CCTV is always functioning properly.

Dealing With Shoplifters

NOTES

There is a big difference between *thinking* something happened and *knowing* that it did. If you see a person hide a tape in clothing, you can confront them. If you only think the person has done so, then you must watch and see if they set off the alarm on the EAS system when leaving the store.

All store employees should know what their state law says regarding the offense of shoplifting. In some states, mere concealment of merchandise is sufficient for guilt; others require that the person pass the point of purchase (usually the check-out area). Check with your MOD about the laws in your state.

You must deal objectively with people who set off the EAS system. If you do not feel comfortable doing this, defer the situation to the MOD. Remain courteous and firm in all instances.

Handling Specific Situations

Let's talk about how to handle the following four situations:

1. You witness a person concealing merchandise.
2. A customer sets off the EAS system.
3. A customer admits to having stolen merchandise.
4. A customer sets off the EAS system and refuses to cooperate, or runs out the door.

If you actually witness a person concealing merchandise:

- Never accuse the person of stealing. Ask them if you can hold that tape or selection at the counter.
- If they reply "what tape," say the one you put in your purse/jacket/etc.
- If your state requires the person to actually pass the point of sale, retrieve the tape and ask them to leave the store. Notify your MOD.

If a customer sets off the alarm as they pass through the EAS system:

- Politely tell them to step back through because you need to find out what caused the alarm to go off.
- Ask if they are carrying anything that would cause the alarm to go off. Possibilities include security-labeled merchandise from another store, library book, pagers, calculator, etc.
- Ask them to remove those types of items and step back through the EAS system. Have them place the items on the counter in plain view; NEVER handle their personal property.
- Be firm, but friendly and considerate. If the customer becomes irate or verbally abusive, remain calm, polite, and professional. This may be a shoplifter's way of getting you to back down.
- Do not touch the customer or pat them down.

The honest customer will most likely be very helpful in resolving the problem. If BLOCKBUSTER merchandise is not found, thank them for cooperating.



If a customer sets off the alarm and admits to having stolen merchandise, notify your MOD immediately.

If a customer sets off the alarm, refuses to cooperate, and denies any concealment of merchandise:

- Tell the customer they have set off the alarm and ask them to step back through.
- Ask if they are carrying anything that would cause the alarm to go off.

Possible reactions include:

- a. The customer may run out the door.
 - If so, DO NOT chase them. Make note of their appearance, means of travel, license plate number, and what direction they are going in. Notify your MOD.
- b. The customer may walk back into the store.
 - Notify your MOD.
 - Follow them to see if they put the merchandise back on a shelf.
 - If you see this, pick up the merchandise.

Consider that this customer may be trying to bait you into unprofessional behavior toward the possibility of a civil suit. Always, notify your MOD.

Activity

NOTES

This activity has two parts. Part I consists of answering some questions about an excellent loss prevention video entitled, "Silent Partner." (the video is located in the Safety and Security section of the CSR Basic Skills Video). Part II deals with materials discussed earlier in this Achievement.

Part I

1. What are proven points you can learn to help prevent shoplifting?

2. List the four stages of shoplifting.

3. For every \$100 stolen in merchandise, how many dollars in sales do you need just to break even?

4. What is the method to stop a thief in your store from shoplifting?

Part II

1. List two types of losses experienced in a BLOCKBUSTER store.

2. Describe in your own words the purpose of the Loss Prevention Hotline.

3. Name three types of employee theft.

Activity Answers

NOTES

Part I

1. What are proven points you can learn to help prevent shoplifting?

Noticing what types of clothes they may wear.

Mannerisms.

Type of equipment they may have on.

Identifying specific techniques they can use.

2. List the four stages of shoplifting.

The Set-up

The Distraction

The Hit

The Getaway

3. For every \$100 stolen in merchandise, how many dollars in sales do you need just to break even?

\$2300

4. What is the best method to stop a thief in your store from shoplifting?

Provide good customer service

Part II

1. List two types of losses experienced in a BLOCKBUSTER store.
Internal and External theft.
2. Describe in your own words the purpose of the Loss Prevention Hotline.
This is an anonymous phone number that is to be used by employees to report any suspected employee theft in their store.
3. Name three types of employee theft.
Any three of the following answers are correct.
 - Taking cash from a drawer, store change fund, or a bank deposit.
 - Not recording revenue.
 - Knowingly giving bogus or unauthorized credits.
 - Wrongfully redeeming coupons.
 - Allowing a friend to sign up for membership by giving fictitious information.
 - Opening false employee accounts in order to receive tapes for yourself, friends, or relatives.
 - Telling a friend how the security system works, or assisting anyone who steals from the company.
 - Removing any product from the store without renting it, purchasing it, or properly transferring it.

Short-Change Artists

Although shoplifting is the most common form of external theft, short-change artists represent a scam that could also occur in your store.

A short-change artist is an individual who specializes in confusing a money handler. This person generally enters the store and makes a small purchase with a \$10, \$20, \$50, or \$100 bill. They wait for the CSR to start counting the change back, then interrupt by asking for different change.

Preventive Measures

- Lay bill(s) heads up and facing you across the cash till until you finish counting back the change to the customer.
- A short-change artist is only successful when they can confuse you. The scam cannot work if you get their money first.
- Never make change for anyone unless they are purchasing or renting merchandise.

Action to Take if Short-Changed

- Immediately close down your till.
- Notify your MOD.

Counterfeit Money

Counterfeit money is another form of external theft. But you can spot it if you know how.

Most counterfeit money looks counterfeit. The key to spotting it is to look at each bill as it comes in. Then ask yourself the following:

- Is the right portrait on it?

Below is a list of bills with their correct portrait:

\$1	George Washington
\$5	Abraham Lincoln
\$10	Alexander Hamilton
\$20	Andrew Jackson
\$50	Ulysses Grant
\$100	Benjamin Franklin

- Do the words at the bottom of the portrait match the numbers in the corners? People will cut off the numbers on a bill of a higher denomination and tape them on the bill.
- Is the engraving clear? Check the Treasury Seal to the right of the portrait. You should be able to see the printing on the seal through the denomination printed over it. A counterfeit may be smeared or dark in this area.
- Does the paper feel right? Counterfeit bills may have a different texture or weight to the paper.

What To Do If You Spot Counterfeit Money

If you receive a bill that doesn't look right, do not accept it. Call your MOD, who will advise the customer to take the bill to the bank or to the police. If possible, do the following:

- Record the serial number of the bill, and note the date and time so that, if need be, the security tape can be viewed.
- Note the person's description, as well as that of any companions. Note the license number of any vehicle used.
- If the person is a member, be sure to make note of their name and account number.

Fraudulent Merchandise Returns

Another form of external theft is fraudulent merchandise returns. Specifically, someone wants to return an item they never purchased.

A person may pick up several sell-thru tapes, approach a manager or CSR, and attempt to return the tapes. In most cases, they will use your direct name and sometimes use the name of a manager who is not present in the store. The manager's name is used to establish a feeling that the tapes were indeed purchased from the manager. The person attempts to establish a friendly relationship with you to keep you from verifying the earlier transaction.

Preventive Measures

- Request a membership card if the customer is a member.
- Check history if a customer is a member.
- Always require a receipt on any sell-thru return and call your MOD.

Cash Drawer Scam

This form of external theft consists of a team of two or more people who rob cash drawers on a planned and patterned basis. The cash drawer nearest the exit is usually their target because it is the most vulnerable. Although this happens throughout the year, it is especially prevalent during the season from November to February. Here is one of many possible scenarios, in which you may be the only person on the sales floor:

The team enters the store separately, and the first person usually goes to the furthest point in the store from the check-out counter. When the second person enters the store, the first person asks for assistance. When you go to assist the first person, the second person steals the money from the cash drawer.

Preventive Measures

- Be alert and do not become distracted from the cash till.
- If it is necessary to leave the cash till, position yourself so that the cash till area is always within view. **ID CLEAR** if you leave the till area.
- If you get unusual requests, stop, and contact the manager on duty.

Robbery

Robberies do occur in BLOCKBUSTER stores. Therefore, you must know what to do in the event that your store is robbed. While you cannot prevent all robberies, you can reduce the chance of them happening. If a robbery does take place in your store, you need to know how to safely handle the situation and what to do to assist the police. Most robberies happen near the times of opening and closing, but they can happen at any time during the day. Almost all victim injuries result because the victim resisted.

Preventive Measures

The intent of a robber is to get the most money with the least amount of risk. Learn and use the following rules for your safety, your fellow employees safety, and your customers' safety.

- When checking the Quik Drop box in the morning or at closing, always check for suspicious activity before exiting the store, and always have someone watch you.
- Make cash drops consistently and discretely.
- Greet every customer by making eye contact.
- Give loiterers "good customer service", and call your MOD if your suspicious.
- Keep store receipts out of a customers' view.
- Never discuss the store's sales volumes with strangers, or even with friends. Never discuss volumes, especially dollars, in any public place such as a bar, ballgame, etc.
- Report any vehicles that seem to be hanging around or are seen frequently with no apparent purposes.
- Trust your instincts. If you feel threatened by a loitering individual, take a description and call your MOD.

- Complete all outdoor tasks before dark, taking trash out the following morning.
- Check restrooms and far corners of the store before locking doors.
- Do not allow anyone except store personnel into the store outside of regular business hours.
- Keep all doors securely locked after closing.
- Keep all lights on until you leave.
- Prior to closing, move your vehicle to a well-lighted area near the store entrance. When your MOD locks up the store, get into your car, lock the doors, turn on the lights and drive to a point in plain view of your MOD. This way, at least one person is always in a position to call or go for help.

Be Watchful of Individuals...

- Shopping for long periods of time who do not appear to be looking at tapes.
- Wearing hats, sunglasses, gloves, or any article of clothing obviously not in general conformity with the time of year or location.
- Loitering for a long period of time near the area that gives them the best view of the office area.
- Asking questions regarding store operations, such as hours, number of employees, etc.
- Asking questions about security equipment, such as alarms, cameras, etc.
- Coming in and looking around the premises for a long period of time, leaving, then returning a short time later.
- Sitting in their car outside the store for a long period of time.

Always think security; be security conscious. Resolve any and all doubts by notifying your MOD who will in turn call the police. Never ignore a feeling about something being "funny" or "not quite right." The police will not criticize you and would rather receive a false alarm than miss the opportunity to prevent or detect criminals in action.

During a Robbery

The goal is to ensure the safety of you and your fellow employees, and your customers, while reducing the amount of time that everyone is in danger.

- Do not resist in any way. There is no amount of money that is more important than your safety and the safety of the others in the store.
- Give the robber whatever is requested.
- Try to help the robber(s) out of the store as quickly as possible.
- Form a mental picture of the robber in your mind for identification purposes.
- After the robber(s) leave the store, try to determine the type of escape vehicle (if any) and write down the license plate number. **DO NOT** put yourself in jeopardy to do so.

Use Figure 28 and the specific observation points that follow it to get an idea of what to be most aware of:

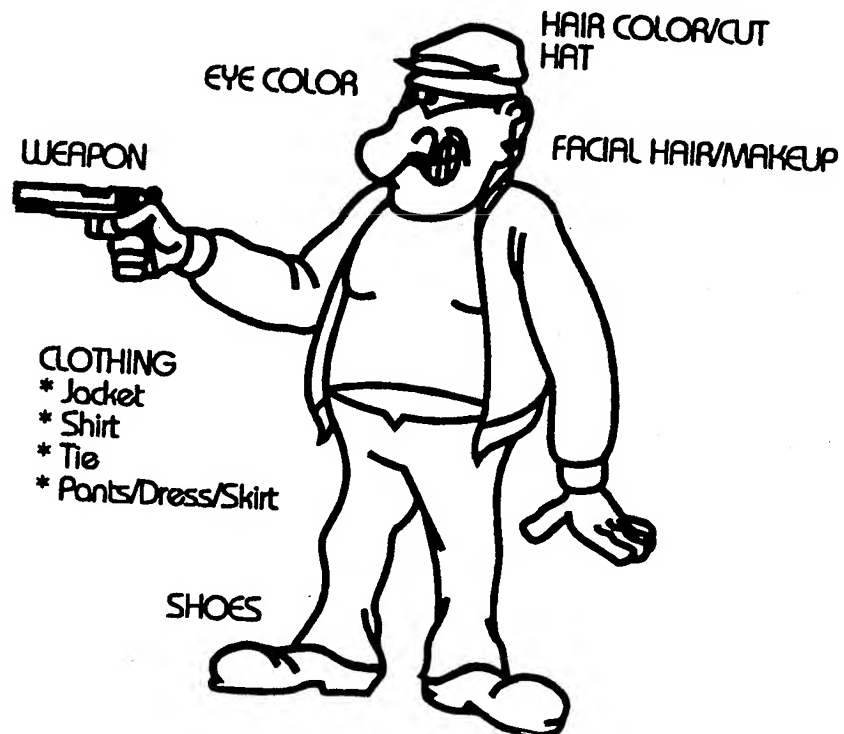


Figure 28: Robber Description

Specific Observation Points

- Description of Suspect.
- Age.
- Height and weight (approximate).
- Build... (thin, average for height, heavy or fat).
- Eyes and hair color (if unknown, determine if light or dark).
- Race.
- Color and type of clothing... (suit, sport clothes, jeans, hat, gloves, etc).
- Distinguishing characteristics...(tattoos, scars, amputations, limp, etc).

Suspect's Voice

Many times a suspect can be identified by comments made or the sound of their voice. In describing it, think:

- Is it high or low pitched?
- Did the suspect have an accent, drawl, or speech impediment?

Weapon

There are many types of guns. Specific items to observe are:

- The type and color of the gun.
- Whether the gun was chrome or blue steel.
- The hand in which the gun was held.
- Where the gun was when it first became visible to you... (holster, pocket, waistband, suspect's hand, etc).

Method of Escape

- Vehicle description
- License plate number
- Direction

Burglary

If you arrive at the store to find that the store was broken into during the night, do not go in. Wait for you MOD to arrive.

Activity

NOTES

Read the following scenarios. How would you handle the situation presented?

1. A teenager comes off the bus in front of your store, and comes in with her book bag. She spends over an hour wandering around the store, but politely resists all customer service help. Because of all this, you watch her closely and see her slip a movie from the New Release Wall into her book bag. What do you do?

2. A man in a trench coat is walking out of the store when he sets off the alarm; he starts to run. What do you do?

3. What preventive measures can you take to reduce incidents such as the two described above?

NOTES

4. In the middle of the usual Saturday night rush a customer comes up to the check-out counter with a Kit Kat bar. He presents a \$50 bill for payment, and while you are counting the change back, he asks you to make it differently. After he is gone, you get the feeling you have been short-changed. What measures can you take to reduce the chances of scams like these taking place?

5. A customer presents a \$20 bill for payment, but you notice right away that it has the portrait of George Washington on it instead of Andrew Jackson. What do you do?

Activity Answers

NOTES

Read the following scenarios. How would you handle the situation presented?

1. A teenager comes off the bus in front of your store, and comes in with her book bag. She spends over an hour wandering around the store, but politely resists all customer service help. Because of all this, you watch her closely and see her slip a movie from the New Release Wall into her book bag. What do you do?

Ask her if you can hold that movie for her.

Contact your MOD and describe the situation.

2. A man in a trench coat is walking out of the store when he sets off the alarm; he starts to run. What do you do?

Get a description of the man, type of vehicle, license plate, and direction of escape.

Contact your MOD.

3. What preventive measures can you take to reduce incidents such as the two described above?

Make eye contact

Practice good customer service

Be aware of the types of techniques shoplifters use.

4. In the middle of the usual Saturday night rush a customer comes up to the check-out counter with a Kit Kat bar. He presents a \$50 bill for payment, and while you are counting the change back, he asks you to make it differently. After he is gone, you get the feeling you have been short-changed. What measures can you take to reduce the chances of scams like these taking place?

Lay bills across the till until the transaction is completed.

Don't make change during peak business hours.

Pay attention to what you are doing.

NOTES

5. A customer presents a \$20 bill for payment, but you notice right away that it has the portrait of George Washington on it instead of Andrew Jackson. What do you do?

Hold the bill.

Call your MOD.

If possible, record the serial number of the bill.

Note the person's description, make of car, license number, and if they are a member, their name and membership number.

Now that we've talked about internal and external theft, let's discuss basic safety do's and don'ts.

Your safety as well as our customers is very important, and reacting quickly and appropriately to an injury is essential. Here are some basic do's and don'ts when dealing with an injury to a customer or employee.

Do's:

- Evaluate the situation (contact the MOD immediately).
- Call 911 (if the situation warrants).
- Remain calm.
- Fill out the appropriate forms.

Don'ts:

- Move the injured person.
- Offer medication.
- Offer information about insurance or fault, etc.

The main objective is to remain calm, and get assistance to the injured customer or employee as quickly as possible.

Make sure your Store Manager has conducted a Risk Management orientation with you. The orientation consists of viewing a video and reading the Risk Management Manual.

Achievement 8 Certification

Part I

This is a knowledge-based Achievement. To illustrate proficiency in this area, perform the following with 100% accuracy.

1. List five examples of employee theft for your manager.
2. Explain to your manager what the 1-800-SPOILER line is for.
3. Tell your manager the two things you never do when an employee or customer is injured in your store.
4. Name two types of loss in a BLOCKBUSTER store for your manager.
5. Tell your manager five clues for spotting internal theft.
6. List four types of external theft for your manager and name the most common type.
7. Explain for your manager two ways you could prevent shoplifting.
8. Explain five preventative measures for robberies.
9. Tell your manager what you would do if you suspect someone of shoplifting.

Case Study

NOTES

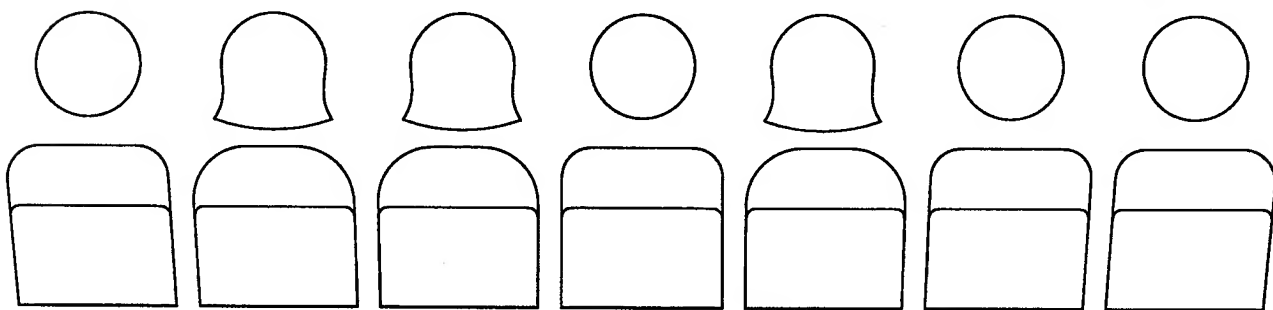
Determine how you would handle the situation below. Tie your answer into *The Golden Rules for a BLOCKBUSTER Experience*.

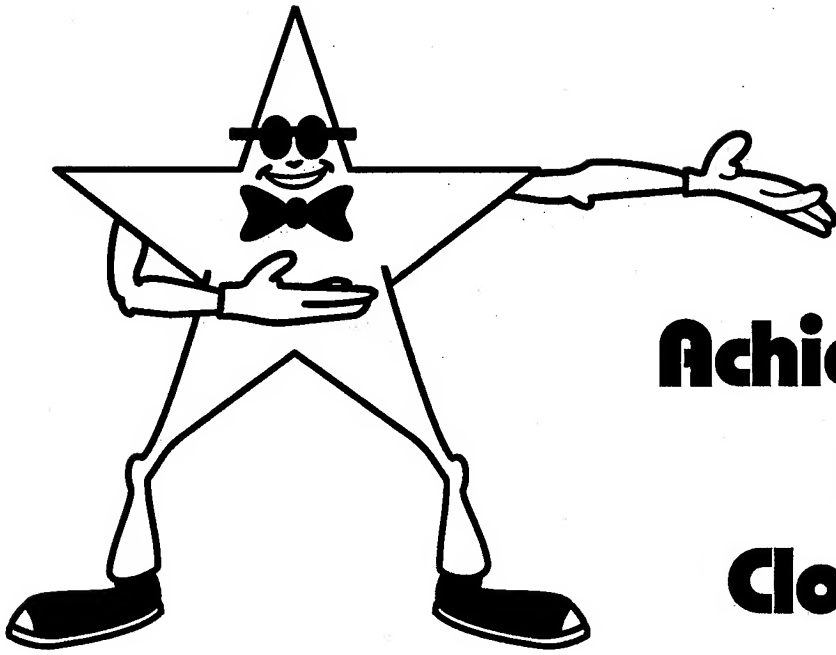
You finish checking out two movies to a customer and set them on the counter behind the security system. Your customer walks through the system and it goes off. What do you do?

Store Manager Signature: _____

Date: _____

8. What movie, the first in a series of pictures starring Bob Hope and Bing Crosby, tells the story of two men who travel to Singapore?





Achievement 9: Opening & Closing Duties

Overview

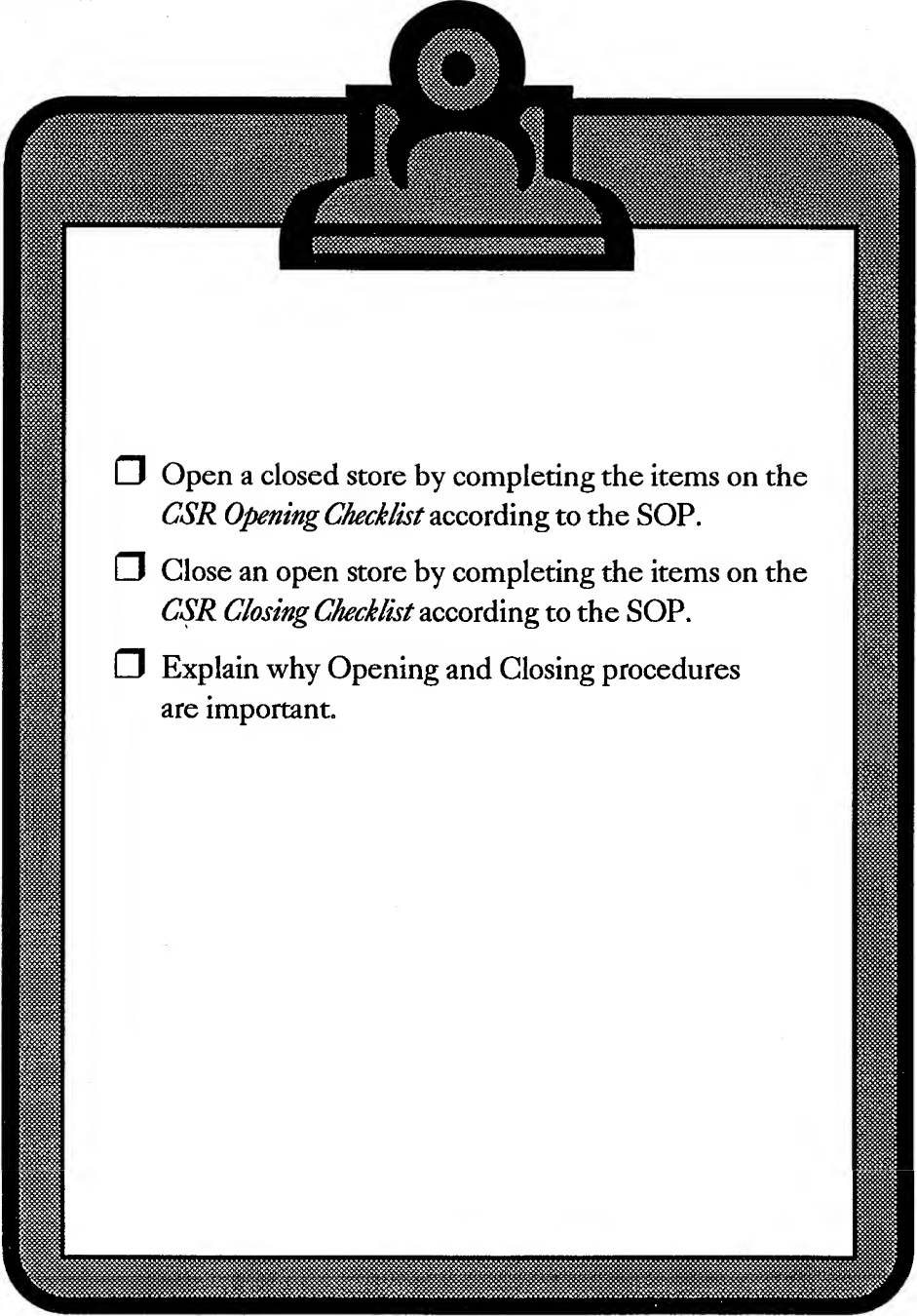
All movies have a beginning and an ending, both of which require preparation. The 1979 film *All That Jazz* is an autobiographical musical about director-choreographer Bob Fosse. He always shouted before a performance "It's showtime!" Before we open our doors at BLOCKBUSTER for showtime, there's a great deal of preparation that takes place to make sure your customers have the most enjoyable experience possible.

As sure as every BLOCKBUSTER store has an opening, every Warner Bros. cartoon closes with Porky Pig saying: Thhhhaaaat's All Folks! When we say That's All Folks! at BLOCKBUSTER to our customers, there is still work that needs to be done to make the close official.

In this Achievement, you will learn about the opening and closing duties of a CSR that will make your show successful.

Learning Objectives

This Achievement contains all of the information you will need as a CSR on opening and closing duties. After you complete this Achievement, you will be able to:

- 
- ☐ Open a closed store by completing the items on the *CSR Opening Checklist* according to the SOP.
 - ☐ Close an open store by completing the items on the *CSR Closing Checklist* according to the SOP.
 - ☐ Explain why Opening and Closing procedures are important.

About Opening and Closing

NOTES

Remember the thought from Achievement 3, Store Layout and Orientation, that the pleasant store environment enjoyed by you and your customers is a result of attention to many details? Opening and closing the store involves many of these details. It's your responsibility to take care of all these details if the store is going to function well ... and successfully.

This section contains checklists of duties for store opening and closing, as well as details on each checklist item.

Opening Duties Checklist

Before Opening

- Arrive at the store by 9:30 a.m. Vary your route from day to day.
- Inspect the appearance of the store's outside
- Clock in.
- Turn on membership card laminator(s).
- Verify that Day Due signs have been changed.
- Empty window drop box.
- Empty outside drop box.
- Check in tapes from drop boxes.
- Return tapes to shelves.
- When applicable, remove 2-evening stickers and inserts from films that have changed to 3-evening rentals.
- Update message board as necessary.
- Complete shelf cleaning assignments.
- Count/verify cash in assigned till.

After Opening

- Re-stock balloon displays.
- Call customers to pickup any special orders received.
- Retrieve *One Day Late Report* (FOS list) from MOD.
- Process *One Day Late Report* (FOS list).
- Follow up on *Tapes Returned to Wrong Store Report*.
- Resolve "wrong tape in box" problems.

Let's look at each of these items in detail.



If you complete all your "Before Opening Duties," you may want to perform FOS.

Before Opening Duties

Arrive at the store by 9:30 a.m. Vary your route from home to the store. Make a thorough check of the area surrounding the store for anything unusual. If something suspicious is observed, leave the area and call the police. Only employees scheduled to work are allowed inside the store prior to opening.

Clocking In

- Clock in according to the published work schedule, as authorized by the MOD.
- Clock in using the store system.
- Clock in only when you are ready to begin working. Do not put on makeup, get into uniform, etc. after clocking in. Do these things before clocking in.
- If you forget to clock in, see your MOD, who will edit your time record to reflect your true start time.

Verifying that Day Due Signs Have Been Changed

- Make sure that both the 3-day rental and 2-day rental Day Due signs have been changed.

Emptying the Outside Drop Box

- Have MOD watch while you go out and empty the drop box.
- Lock the door behind you.
- Be alert for suspicious people or cars.
- Re-lock the drop box.

Checking in Tapes

- Replace damaged film cases and inserts as needed.
- Check tapes in at the check-in station.
- Use the DROP command to ensure tapes are noted as being returned to the drop box.

Returning Tapes to Shelves

- Return all tapes to shelves quickly. DO NOT let tapes stack up at the check-in area.
- Be sure to follow proper blocking and framing procedures



Refer to *Support Operations Chapter 7 - Merchandising* for more information.

- Remove all 2-evening stickers and inserts from new release films that have changed to 3-evening rentals. Notification of rental changes comes via E-mail.

Updating the Message Board

- Update release dates, where appropriate.
- Add new release dates.

Completing Shelf Cleaning Assignments

- Complete daily shelf cleaning assignments as posted on the schedule.
- Wipe down the New Release Wall weekly. (Spot clean as necessary.)

Counting/Verifying Cash in Assigned Till

- Count the cash in your till in the manager's office or workstation. (DO NOT count cash on the sales floor.) Verify against adding machine tape already in till.
- Initial and date the adding machine tape.
- Return tape to the till.

If you find a discrepancy, notify your MOD immediately; DO NOT transact any business until the discrepancy is resolved.

Placing Inside and Outside Mats

- Place the mats carefully to ensure that they do not get in the path of doors and obstruct opening.
- Ensure that mats are flat with no turned-up edges that could trip customers.

After Opening Duties

Re-Stocking Balloon Displays

- Make sure each plexi holder has 10 to 12 balloons mounted on sticks.
- Make sure each holder has a variety of colors.
- For sanitary reasons, don't blow up balloons twice.

Calling Customers to Pickup any Special Orders Received

- Review all *Customer Special Order Forms* in the Customer Special Order Binder.
- Call all customers that have not been contacted.
- Complete Information Block 3 of the *Customer Special Order Form*.

Processing One Day Late Report (FOS List)

The *One Day Late Report* lists, alphabetically by category, rental items that are 1 - 15 days late. Check shelves for all items listed on the report. If you locate an item, bring it to the front and ask the MOD to use the FOS CHECKIN command to check it in and credit the account for any fees accrued.

Following Up on Tapes Returned to Wrong Store Report

The *Tapes Returned to Wrong Store Report* (Figure 29) lists the tapes that your store attempted to check in that belong to another BLOCKBUSTER store. Obtain the report from your MOD and take the following steps:

- Locate the tapes listed on the report (check shelves and the return areas).
- Call the stores at the phone numbers listed on the report and arrange for pickup. The home store is responsible for picking up the tapes. Pickup is to take place by the close of business on the same day as the call is made.
- Note the time and person to whom you spoke.
- Secure the tapes at the MOD's workstation or in their office until they are picked up.

NOTES

The home store CANNOT manually check in the tapes. Tapes are checked in when they are returned to the home store.

99999	BLOCKBUSTER VIDEO				PAGE: 1	
OPNS	10540 MILLER ROAD				03-OCT-1992	
WRONGSTORE	TAPES RETURNED TO WRONG STORE				06:05	
REPORT FOR 10/02/92						
HOME STORE	PHONE NUMBER	FORMAT	COPY NUMBER	TITLE	DATE RECEIVED	WHO NOTIFIED AT HOME STORE
12345	214-555-1212	VHS	34624-007	WILD ORCHID	10/02/92	_____
12345	214-555-1212	VHS	35831-033	YOUNG GUNS	10/02/92	_____
12347	214-555-4545	NINTENDO	08009-002	NINTENDO-LUNAR POOL	10/02/92	_____

Figure 29: Tapes Returned to the Wrong Store Report

Resolving "Wrong Tape in Box" Problems

Wrong tape in box problems include storage case/tape mismatches and storage cases returned without a cassette tape. We discussed this in Achievement 4: Check-ins and Check-outs.

If a customer returned a personal tape in a BLOCKBUSTER Video storage case:

- Do not check the item(s) in.
- Call each customer and make them aware of the problem.
- Make customers aware that overdue tapes accrue additional rental fees until returned.
- Keep detailed notes of customer contacts. Attach the notes to the movie storage case.

Activity

NOTES

Part I

Answer the following questions:

1. For two days use the *One Day Late Report* to locate all the FOS films.
2. Contact three customers with Special Orders that have arrived and complete the necessary paperwork with 100 % accuracy.

Part II

Which of the following items are not part of the Opening Duties?

1. Updating the message board _____
2. Restock membership service area _____
3. Vacuum all carpets and mats _____
4. Verifying that day due signs have been changed _____
5. Resolving Wrong Tape in Box problems _____

Activity Answers

Which of the following items are not part of the Opening Duties?

- a. Updating the message board
- b. Restock membership service area
- c. Vacuum all carpets and mats
- d. Verifying that day due signs have been changed
- e. Resolving Wrong Tape in Box problems

Closing Duties Checklist

NOTES

Since the amount of business varies from store to store and night to night, starting of closing duties will vary. Your MOD will direct you when to begin your closing duties each night.

Prior to Closing

- Straighten Library films.
- Straighten and stock sale area.
- Straighten the Kids' Area.
- Verify and file *New Member Application Forms* and *Information Change Forms*.
- Verify and file Quick-Add Applications.
- Clean monitor screens; dust marquees, VCP racks, and displays.
- Clean all doors, windows, and glass mirrors; wipe all window ledges; wipe down drop box; empty and re-line outside trash can.
- Clean and straighten counter tops and under counters in the main service area, overflow area, and membership area/table.
- Restock membership service area and check-out station supplies.
- Consolidate the trash.
- Straighten films on the New Release Wall.
- Straighten the games section.

After Closing

- Vacuum all carpets and mats.
- Check all drop boxes.
- Check in remaining tapes.
- Count down till with MOD.
- Return all tapes to shelves.
- Change date of credit card imprinter(s)
- Change Day Due signs.
- Turn off membership card laminator(s).
- Mop tile floor.
- Clean back room.
- Clean restrooms.
- Bring in entry mats.
- Walk through store with MOD to verify completion of closing tasks.
- Clock out; print time card if this is your last shift of the week.
- Exit store using proper security procedures.

Prior to Closing Duties

Straightening Library Films

When straightening Library films, ensure that:

- Three-foot sections have 5 to 7 tapes per shelf.
- Four-foot sections have 6 to 8 tapes per shelf.
- Tapes are in alphabetical order.
- Every movie storage case has a cover box in front of it.
- Tapes on the top four shelves are flush with back of fixture.
- Tapes on the bottom two shelves are angled to assist customers when browsing.
- Tapes are framed (leave equal space between tapes on shelf and fixture edges).

Straightening and Stocking Sale Area

NOTES

- Restock:
 - Candy
 - Blank tapes
 - Popcorn
 - *BLOCKBUSTER News & Previews*
- Check expiration dates on candy and popcorn. Place oldest stock at the front.
- Straighten and balance sales towers, end caps, and PVT sale bins according to planogram.

Straightening the Kid's Area

- Straighten rental shelves and sale end caps.
- Straighten and clean toys and furniture.
- Dust and clean monitor cabinet.

Verifying and Filing New Membership Application Forms and Information Change Forms

- Collect the *Membership Application Forms* and *Information Change Forms* that need verification. Place in numeric order by customer number.
- Use the GET command to retrieve member's account.
- Compare information on the form to information in the store system. If any information doesn't match, update the store system.
- If the application is missing information, give it to your MOD.
- Initial the "Verified" box on the form.
- File the *Membership Application Forms* by membership number in the designated locking filing cabinet in the manager's office.
- File the *Information Change Forms*; pull the member's original *Membership Application Form* from filing cabinet and attach the *Information Change Form*.

Verifying and Filing Quick-Add Applications

High-risk stores:

- Call store where member has primary account.
- Ask store for member information needed to complete the *Quick-Add Application*.
- Enter information into store system.
- Initial "Verified" box on the *Quick-Add Application*.
- File the *Quick-Add Application* by membership number in the designated locking filing cabinet in the manager's office.

Low-risk stores:

- Verify that the *Quick-Add Application* has been signed by member.
- Verify that member's name is entered correctly in store system.
- Initial "Verified" box on the *Quick-Add Application*.
- File the *Quick-Add Application* by membership number in the designated locking filing cabinet in the manager's office.

Cleaning Monitor Screens, Dusting Marquees, VCP Racks, and Displays

- Use a window cleaner to clean monitor screens. NEVER spray cleaner directly on a monitor; spray it on a cloth and then wipe down the monitor with the cloth.
- Keep VCP racks stocked full and make sure each rack is locked. If VCPs have been rented, "face" the rack by arranging remaining VCPs to cover maximum front area of rack.

Restocking the Membership Service Area and Check-Out Station Supplies

Check the quantity of the following items and, if necessary, restock:

- *New Membership Applications*
- *Quick-Add Applications Slips*
- *Information Change Forms*
- *Membership Terms & Conditions Statements Cards*
- Bags
- Credit card slips
- Printer paper
- Laminator

Consolidating the Trash

Put trash in clear plastic bags and pass through EAS system. Consolidate trash in the front of the store for the opening MOD to take out. DO NOT take the trash out after dark.

Straightening Films on New Release Wall

- Ensure three-foot sections have 6 tapes per shelf.
- Ensure four-foot sections have 8 tapes per shelf.
- Use "blocking" technique (keep same article on one fixture).
- Frame tapes from edges of fixtures.
- Ensure tapes on top four shelves are flush with back of fixture.
Ensure tapes on bottom two shelves are angled.

Vacuuming the Carpets and Mats

Start vacuuming after 11 p.m. However, DO NOT inconvenience customers by vacuuming when they are in the store.

Check in the Remaining Tapes

Check tapes in on the terminal assigned as the check-in station. Use the DROP command to ensure they are noted as being returned to the drop box.

Cleaning the Back Room

- File any cover boxes.
- Clean all store appliances (refrigerator, coffee maker, etc.).
- Clean up any trash.

Cleaning the Restrooms

- Clean the sinks, mirrors, and toilets.
- Refill soap, paper towels, and toilet paper.
- Empty the trash.
- Mop the floor.

Clocking Out

- Clock out using store system time clock.
- If this is your last shift for the week, print out your time card and:
 - Verify your time entries.
 - Sign the bottom of the time card.
 - Give your signed time card to the MOD.

Exit the Store Using Proper Security Procedures

- Check for suspicious activity outside the store before unlocking the door.
- Leave through the front exit. The MOD will lock the door behind you.
- Wait in your car with doors locked and lights on until the MOD has locked up the store and gone to their car.
- Vary your route home.

Achievement 9 Certification

NOTES

This is a skill based certification. To illustrate proficiency in this Achievement area, complete Part I and Part II.

Part I

For two days, "shadow" an employee who regularly does the opening and closing duties at your store and have him/her explain the proper procedures.

Part II

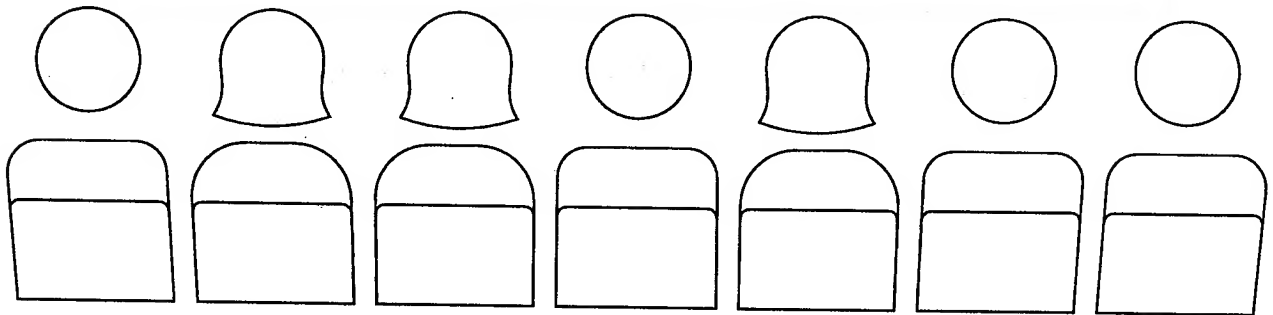
When you think you are ready to be certified, have your store manager observe and evaluate you as you complete all the tasks on the store opening and closing checklists with 100 % accuracy.

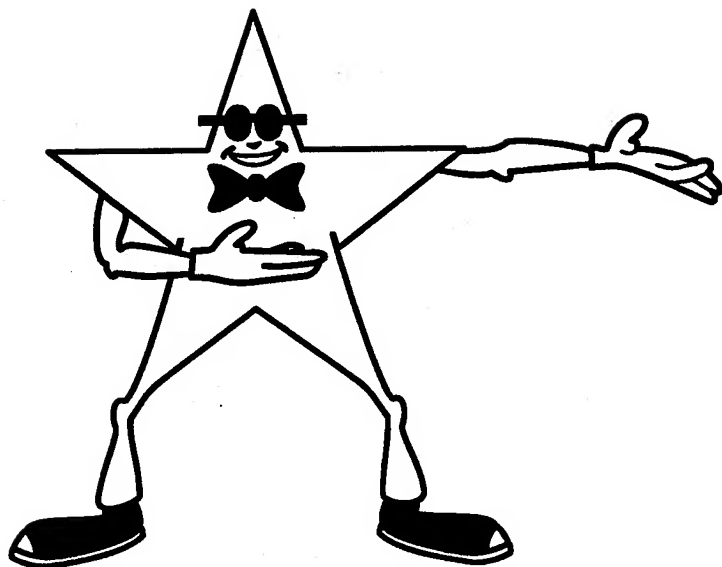
Store Manager Signature: _____

Date: _____

Movie Trivia

9. Who starred as the loudmouthed, self-made millionaire in 1986's *Back to School*?





Conclusion

Congratulations!

Congratulations, you've finished CSR training. On the next few pages, you'll find the answers to the movie trivia questions, as well as a checklist of all of the points covered in this module. Now that you are certified in the CSR module, make sure your Store Manager updates the Starmaker Wallchart for you.

The Next Starmaker Series Module

The next module in the employee development program is *The Starmaker Series: Customer Relations Coordination* Module.

Movie Trivia Answers

All the trivia questions in this module dealt with comedies. Let's see how you did!

1. *Look Who's Talking*. John Travolta and Kirstie Alley were a perfectly matched pair in this comedy, with Bruce Willis providing the "voice" of their baby. This movie also led to a sequel (*Look Who's Talking Too*) and a TV series (*Baby Talk*).
2. *Cary Grant and Irene Dunne*. In this funny marital mixup, Dunne plays a woman who is rescued on the seventh anniversary of her shipwreck. She returns, only to find that her husband has remarried and had her declared legally dead that very day. This film was to be remade in 1962 as *Something's Got to Give*, the film Marilyn Monroe was working on when she died.
3. *Casino Royale*. In this spoof of the James Bond series, taken from an actual James Bond series, David Niven played an older James Bond who relinquishes his position to his nephew (played by Woody Allen, no less). This movie includes a wide cast of stars, some of them from actual James Bond movies.
4. *The Silver Streak*. Comedy ... Romance ... Drama... This movie has it all. Gene Wilder stars as an editor who takes the Amtrack *Silver Streak* cross country, gets caught up in a murder plot, and falls in love.
5. *Pillow Talk*. This movie tells the story of a busy interior decorator (played by Doris Day) and a notorious ladies man (played by Rock Hudson) who must share a party line in New York City. When Hudson assumes a new identity to get revenge on Day for her antics, he finds himself falling in love with her. The first of the legendary Day-Hudson "romantic comedies," *Pillow Talk* set the stage for future joint projects, such as *Send Me No Flowers*.

6. *Meryl Streep and Goldie Hawn. Death Becomes Her* is the story of two friends from college, one of whom becomes a famous star and steals the other's fiancée (played by Bruce Willis). The jilted friend decides to get even.
7. *The Naked Gun: From the Files of Police Squad*. Lt. Frank Drebin, perhaps the dumbest police officer ever to hit the beat, is aided by a host of characters in his efforts to save the Queen of England from assassination. Led to a sequel *The Naked Gun 2 1/2: The Smell of Fear*.
8. *The Road to Singapore*. This movie is the story of two men who swear off women and move to Singapore, only to meet Dorothy Lamour. This picture gave way to a series of Hope and Crosby "Road" pictures that spanned more than two decades.
9. *Rodney Dangerfield*. Rodney stars as a rough-around-the-edges millionaire who decides that he and his son need higher education.

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